

Southern

WARE

MARCH
1958

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LOUISVILLE GRAND SLAM Golf Clubs

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HILLERICH & BRADSBY CO.
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A quality cord priced to sell in volume. Connected 50 ft. and 100 ft. bunks individually packaged in polyethylene bags. 1200 ft. and 2400 ft. coils packaged in dispensing display carton.



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A good all year 'round seller. Extra strong, non-kinking, non-raveling. Mason's Line, Chalk Line, Awning Cord, etc.



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Ideal put-up for the home replacement market. Handy coils, cellophane wrapped, display packaged, all standard colors.



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our complete catalog.**

King Cotton

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JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 8, N.Y.

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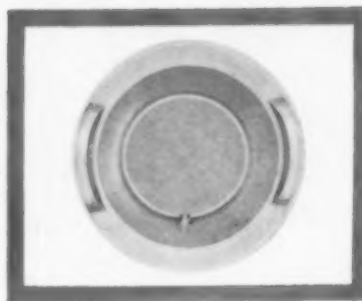
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Handles

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For Extra Strength



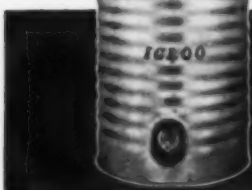
Rugged Construction
Withstands Hard Use

18% Better Insulating
Qualities Because There's
No Metal-to-Metal Contact

Dripless
Recessed Spigot
Won't Break Off



Ask your hardware wholesaler, or write



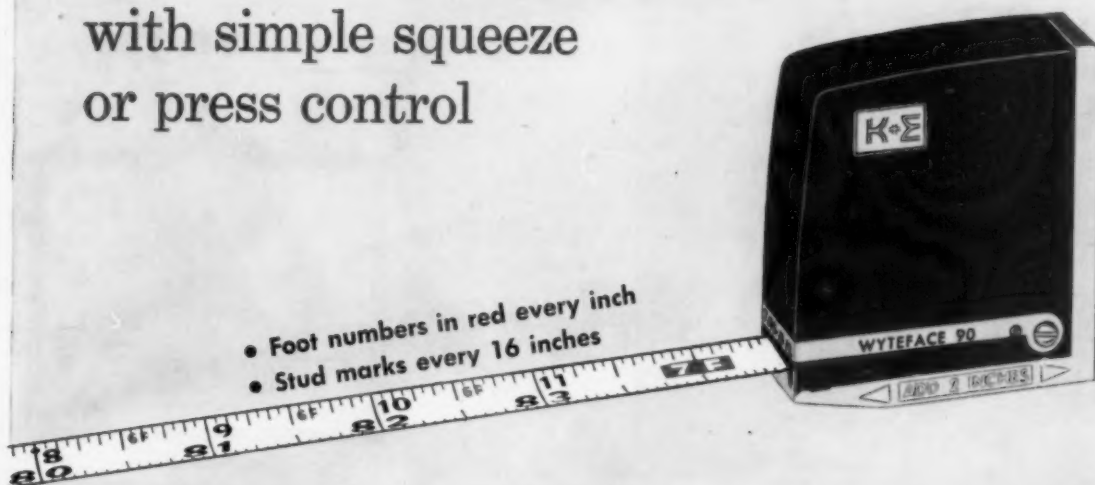
IGLOO CORPORATION

P. O. BOX 8227 • MEMPHIS 4, TENNESSEE

it rewinds itself

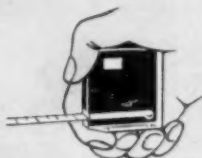
NEW K+E WYTEFACE® 90 steel tape rule

with simple squeeze
or press control



squeeze top and bottom

press down on flat surface



it rewinds itself



it rewinds itself

The **WYTEFACE 90** assortment gives you the highest steel tape profit on the market!

SPECIAL INTRODUCTORY OFFER, MR. DEALER*
"BAKER'S DOZEN" ASSORTMENT ... WITH 40% DISCOUNT

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1 7400-10 ft.	\$1.99 each	Free	Your free tape rule . . . 1.99
2 7400-12 ft.	\$2.29 each	4.58	YOUR TOTAL PROFIT ... \$11.06
		\$22.68	
		Less 40% Discount	
		9.07	
		Your cost	\$13.61

Shipping weight of the assortment 6 lbs. 11 oz.
*Introductory offer good until April 30, 1958.

**SPACE-SAVING
DISPLAY**

Colorful display carton takes up only 4 3/4 inches by 8 inches in space. Individual cards sell tape rules at sight... your customers can pull blade out and examine it.

K+E KEUFFEL & ESSER CO. Hoboken, N. J.

Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 127 March, 1958 No. 3

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RALPH E. KIRBY, *Editor*

Sid Wrightsman, Jr.
Associate Editor

Frances A. Kelly
Assistant Editor

BARON CREAGER, *Southwestern Editor*
(7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH
Business Manager

J. A. MOODY
Production Manager

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Business Representatives

W. L. ROGERS, Room 610, 7 East 42nd St., New York 17, N. Y., Phone: Murray Hill 2-4959; J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; JAMES R. CORGER, Philadelphia, 27 E. Windermere Terrace, Lansdowne, Pa., Phone: MA 6-9145; HUGH AULL, 333 N. Michigan Ave., Chicago, Ill., Phone: CE 6-4131; JOSEPH B. ROGERS, 16404 Southland Ave., Cleveland 11, Ohio, Phone: CL 1-9063; LOYD B. CHAPPELL & ASSOCIATES, 8693 Wilshire Blvd., Beverly Hills, Calif., Phone: OL 2-1490; FRED JAMERON, LOYD B. CHAPPELL & ASSOCIATES, 821 Edinburgh St., San Mateo, Calif., Phone: DI 3-8806; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7-7995; BARON CREAGER, 7713 Inwood Road, Dallas 9, Texas, Phone: FL 7-2937; RAY RICKLES, 915 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1495.

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SHOPMATE®



MODEL 2100

So many exclusive features ...
so low priced ...

**OUTSELLS ALL OTHER
JIG SAWS 2 TO 1!**

- ★ New See-As-You-Saw Jig-Lite!
- ★ New Left or Right Angle Adjustment to 45°!
- ★ New Eight Inch Rip Fence and Circle Guide!
- ★ New Auxiliary Guide Handle!
- ★ New Fast-Cutting—2650 Strokes Per Minute!

Even the new Shopmate's recommended selling price looks like a special! The fact is, no other jig saw has so many features yet is priced so low for volume sales. The new Shopmate provides its own light, bevels left or right to 45°, really cuts 2 x 4's, perfect circles, everything from metals to leathers, even makes its own starting hole. Comes with three special blades that give it the versatility of seven other saws.

Powerful big space ads in leading consumer publications like *Saturday Evening Post*, *Popular Mechanics* and *Popular Science* introduce this sensational new jig saw to your customers. And, to help you even more, complete promotional material is available free of charge!

SUGGESTED RETAIL

\$29.95
COMPLETE

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PORTABLE ELECTRIC TOOLS, INC.



320 West 83rd Street
Chicago 20, Illinois

BUSINESS TRENDS

- ▶ **Business Picture**—Down-in-the-mouth reports of business conditions are not entirely justified according to some economists. And some quarters scoff at the idea of any severe depression. Discounting the extreme pessimists, here's how the many predictions being made might be summed up: bottom of the business dip will be reached early in '58. A leveling out will begin in late spring followed by a definite upward movement sometime during the summer months. Significant recovery in late '58--pickup in employment, production, and consumer spending.
- ▶ **Legislation**—Congress may cast a skeptical eye at any move for freer trade. Many domestic manufacturers have been hurt by imports of such foreign products as fencing and barbed wire, builders hardware, and tools. Their complaints may be getting more sympathetic attention.
- ▶ **Construction**—Easier credit policy of the Federal Reserve will help the nation's builders put up more than one million new residential dwellings during 1958. This will provide an important prop for the economy. Construction activity could play an even more significant role if employment, and the resultant higher income, moves upward.
- ▶ **Business Failures**—The nation's business failures in 1957, according to Dun & Bradstreet, numbered 13,739, the highest on record since 1939, and well above the 12,686 recorded in 1956.
- ▶ **Taxes**—Though a general tax cut is being talked up as one means of pulling business out of its slump, don't count on it. Congress isn't going to act fast on this, will wait to see what happens. If unemployment climbs to a 5 to 6 million total, cuts may be made, but business will turn up before that many people become jobless. At least that's what the economists are predicting. Tax cuts, if made, would include corporations as well as individuals.
- ▶ **Installment Credit**—Consumers continued to increase their installment purchases during 1957, but at a somewhat slower rate. Installment credit outstanding at the end of November totaled 33.6 billion dollars, up 2.4 billion dollars.
- ▶ **Employment**—General cutbacks in manufacturing and other industries resulted in unemployment in December of 3.4 million, compared with 2.5 a year earlier. This is the highest rate of unemployment since November 1954.
- ▶ **Farm Income**—Realized net income from farming in 1957 was probably slightly below the 12.1 billion dollars in 1956. Prices received in mid-December were about 3% above a year earlier and the highest for that particular month since 1953.



NIXDORFF-KREIN



there's STRENGTH in a name

NIXDORFF - KREIN MANUFACTURING COMPANY

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

JOHN T. EVERETT & CO. • P. O. BOX 8047 • MEMPHIS 4, TENNESSEE



INDUSTRY NEWS

Saddler Named President of S. B. Hubbard Co.

IN A SERIES of executive changes at the S. B. Hubbard Co., wholesalers in Jacksonville, Fla., T. J. Kenny has resigned the office of president, but continues as chairman of the board. He has been succeeded as company president



Luke Saddler

by Luke Saddler who also fills the position of treasurer and will serve as general manager.

In a letter to company employees, Mr. Kenny stated that for reason of health his physicians had advised him to relinquish his duties as president.

Following the special meeting of the board of directors in January, W. B. Smith was named sales manager and T. J. Kenny, Jr., assistant sales manager. Smith formerly served as a territory salesman, while Kenny was the company's appliance specialty salesman.

Monroe Hardware Assigns Dillon to New Sales Post

WORTH B. PLYLER, president of Monroe Hardware Co., Monroe, N. C., announces the appointment of

Thomas P. Dillon as assistant sales manager. Dillon is a graduate of Duke University and served four years in the Navy. He has been with the wholesale organization for the last eight years.

Pendleton Tool Makes Sales Appointments

SPRINGER McCULLY, who has been the Dallas-Fort Worth sales representative for Pendleton Tool Industries, Inc. for the past three years, has been promoted to the position of assistant sales manager for the P and C Division of that company. He will headquarter in Philadelphia after March 1.

Bob Stanford, former sales representative, then sales manager for Calwis Co., Green Bay, Wis., succeeds McCully. Stanford has been a Dallas resident for many years and is well known in automotive circles.

W. A. Nichols, formerly associated with Corpus Christi Hardware Co., will assume the Fort Worth and surrounding territory with headquarters in Fort Worth.

Huey & Philp Announces Promotion of Haggard

HOMER HAGGARD was promoted recently from salesman to manager of the industrial department, hardware division of Huey &



Homer Haggard

Philp Co., Dallas, Texas, according to an announcement by Alvin Huey Lane, president of the wholesale firm.

Warp Bros. Holds Sales Meeting



Warp Bros., Chicago, manufacturers of window materials, Coverall polyethylene sheeting, and other plastic products, presented its sales and advertising program for 1958 at its recent annual meeting. Officials and representatives appearing here are as follows, left to right: John O'Meara, dealer service; Delbert Christensen, office manager; Joe Cahill, district sales manager; John Warp, vice-president; Orville Thompson, western representative; Harold Warp, president; Elmer Smith, district sales manager; Karl Boehm, general sales manager; LaVern Nielsen, dealer service; John Norton, district sales manager; Connie Appfel, southern representative; and Glenn Duffy, dealer service.

NYLON SEINE TWINE



ART. 583

Put-up on
cellophane
wrapped tubes

4 oz. - 8 oz. - 1 lb.

Full range sizes
6 to 72

EACH TUBE LABELED WITH SIZE,
FEET PER TUBE, AND WEIGHT

Put your confidence in
the QUALITY LINE...

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines

Starter Rope
Jump Rope
Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

SOUTHERN HARDWARE for March, 1958

For more information use Handy Return Card, Page 75

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Stratton-Warren's sporting goods show held recently in Memphis attracted nearly 800 dealers from six states

Stratton-Warren's Spring Show Attracts Large Dealer Crowd

DESPITE BAD weather, nearly 800 dealers attended Stratton-Warren Hardware Co.'s third annual Spring Merchandise and Sporting Goods Show in Memphis, Tenn., January 19-21.

Three new records were set—attendance, exhibits and sales.

That prompted a smiling George M. Stratton, vice-president of Stratton-Warren, to comment: "Business must not be so bad, after all!"

Dealers came from at least six states and some from as far as 300 miles away.

For the first time, the show opened on a Sunday, and that day enjoyed the best attendance with weather good. It rained the next two days. "Had it not been for the bad weather, I believe we would have drawn at least 1,000 dealers," Stratton observed. "There definitely was wider interest this year. Attendance shows it."

The show featured more than 75 displays set up by factories and their representatives in the Stratton-Warren showrooms. The show covered sporting goods of all types, lawn mowers, implements, garden tools, fans, barbecue grills, some housewares, and appliances.

More than \$2,000 in free merchandise was awarded as prizes. Special discounts also helped to attract dealers.

"Every tackle manufacturer had new items. Other sporting goods that attracted much comment were fancy hunting clothes including insulated underwear; a light-

weight 22-rifle, aluminum and in a choice of bronze or black; colored pistols for women, and a single shot automatic rifle," Stratton declared.

There also was much interest in home freezers and power lawn mowers, he reported.

Stratton-Warren plans its annual fall show in August for the display of toys, housewares, giftwares, stoves, heaters, sporting goods and other seasonal merchandise.

New Sales Reps Named By Holthouse and Hartup

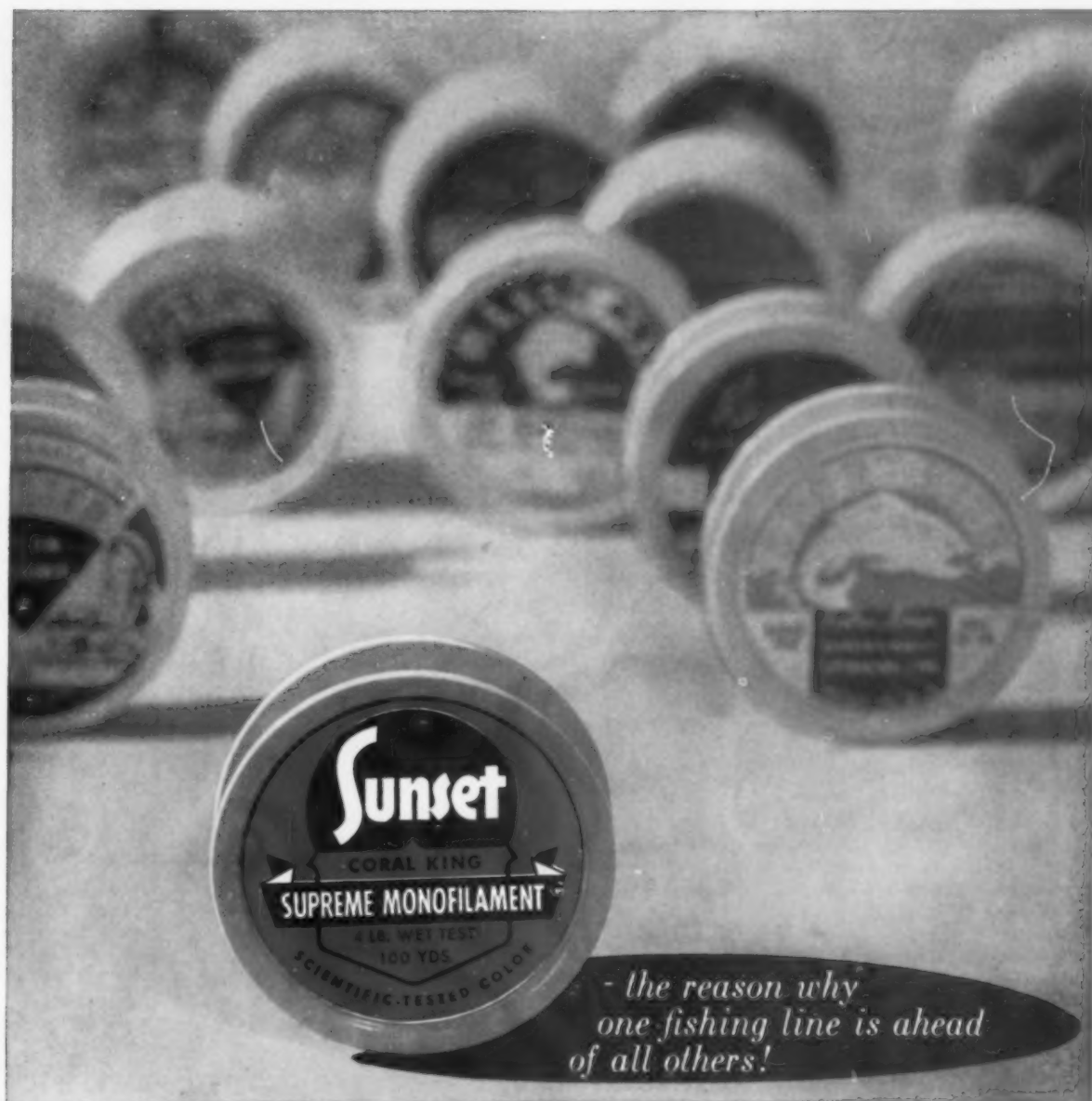
THE APPOINTMENT of new sales representatives has been announced by Holthouse and Hartup, Inc., Waynesboro, Tenn., manufacturer of tool handles.

Henry A. Hoeynck, Jr., will represent the company in most of Missouri, exclusive of Kansas City, and Cairo, Ill. Hoeynck makes his headquarters in University City, Missouri.

Jack C. Lyle and Associates, manufacturers' representatives with headquarters in Atlanta, Ga., will represent the company in Georgia, Florida, North and South Carolina, and Virginia. In addition to Lyle, other members of this firm are Harold Hester who headquarters in Miami, and F. P. Shefflett who works out of Roanoke, Va.



Many new models of firearms caught the eyes of show visitors



Its bold new concept in color—the one fish can't see—gives Sunset's Coral King® extra sales impact! These new, eye-catching, coral-color lines stop and sell more fishermen because they are...

- unusual and different... an exciting new color that produces impulse sales.
- premium quality lines that earn premium profits for you!
- pre-sold to your customers... by consistent advertising.
- available for your type of fishing in monofilament, casting, surf-squidding, floating fly line (leader material too!)

No wonder Coral King stands-out—out-sells. Put its new salespower to work in your tackle department... order Coral King from your jobber today!

Coral King is one of 32 famous
Sunset Fishing Line trade names

sunset fishing lines

Petaluma • California

Florence • Alabama

© 1958 Sunset Line and Twine Co.

SOUTHERN HARDWARE for March, 1958

For more information use Handy Return Card, Page 75

English Begins Duties as H. B. Ives Sales Rep

JOHN B. MORSE, JR., vice-president and sales manager of The H. B. Ives Co., New Haven, Conn., announces the appointment of William S. English as direct factory sales representative for the company's line of builders hardware products.



William S. English

English will cover the states of Oklahoma, Colorado, Arkansas, Kansas, Nebraska, part of Missouri, and the central Mid-South area.

He joined The H. B. Ives Co. a few years ago and has had extensive factory training preparatory to this assignment. Previously he was with the Pittsburgh Steel Co. in both their Pittsburgh and New York sales divisions.

Wooster Rubber Changes Name to Rubbermaid, Inc.

THE WOOSTER RUBBER CO., Wooster, Ohio, announces a corporate name change to Rubbermaid, Inc. The announcement was made for the company's board of directors by James R. Caldwell, president and founder of the housewares manufacturing company.

Black & Decker Opens Branch in Tampa

THE BLACK & DECKER Manufacturing Co. announces the opening of a new sales and service branch

in Tampa, Fla., located at 3407 S. Dale Mabry Highway, to provide complete repair and service facilities to users of Black & Decker electric tool products in the Tampa-Western Florida area.

Service manager at the Tampa branch is Edward G. Seiders, who was formerly a repairman in the company's Richmond, Va., branch. Seiders will be under the supervision of Elmer G. Shue, Southeastern regional service manager.

Manufacturers' Reps Form Partnership

LYMAN ROGERS Sales and A. F. Graham, Jr. and Associates announce that the two companies merged January 1, 1958, and the new partnership is known as the Graham-Rogers Co.

Graham will concentrate his efforts in the states of Mississippi, Alabama, Tennessee, while Rogers will cover Florida, North Carolina, South Carolina, and Georgia.

Among the accounts covered by the 10-year-old firms is the B. F. Gladding & Co., Inc., South Otsellie, N. Y.

Salisbury Becomes Sales Manager of Warren Tool

BILL C. SALISBURY, assistant sales manager of the Warren Tool Corp., was to assume the position of sales manager January 1.



Bill Salisbury

Salisbury formerly was associated with the Enos Coal Mining Co. in Indianapolis, Cleveland, and Chicago. He represented the Warren Tool Corp. in Chicago from 1953 until 1956 when he was named assistant sales manager.

Salisbury will maintain offices at the company's home office in Warren.

Standard Steel & Wire Appoints Sales Rep

STANDARD STEEL & Wire Corp. of N. Y. announces the appointment of R. C. Ennever as its representative on Standard welded and weldless chain. Ennever will cover all marine hardware accounts from Annapolis, Md., to Brownsville, Texas.

Plans for NHMA's Summer Exhibit Get Under Way

THE 29TH NHMA National Housewares Exhibit will be held Monday, July 7, through Friday, July 11, in the Atlantic City Auditorium, Dolph Zapfel, secretary of the National Housewares Manufacturers Association, announces.

"The largest winter housewares show ever held, which closed in Chicago January 23 after a record buyer registration of 11,077, has resulted in a deluge of manufacturers' inquiries concerning the summer show," Zapfel said.

Early indications are that the Atlantic City exhibit will be at least as large as the summer show

of 1957, when 615 manufacturers showed the world of housewares to a record 7,918 buyers representing 4,505 buying firms serving all 48 states, Canada, and many foreign countries.

Theme of the July show will be "Summer Gateway to the Multi-Billion Dollar Housewares Market," according to Zapfel. Nationwide business surveys conducted by NHMA have indicated that the nation's homemakers spend \$3 billion a year for housewares.

Zapfel said floor plans and space applications for NHMA's 29th National Housewares Exhibit were scheduled to be mailed all leading housewares manufacturers about March 1.



The more you look . . . the better they look

Dependable Distribution from these Warehouses:
New York • Philadelphia • New Orleans
Atlanta • Pittsburgh • Cincinnati • Dallas
Chicago • St. Louis • Detroit • Denver
Minneapolis • San Francisco • Los Angeles

GRABLER SQUARE "GEE" PIPE FITTINGS

ORDER FROM YOUR WHOLESALER

The GRABLER



Manufacturing Co. • 6565 Broadway • Cleveland 5, Ohio

Celebrating 70 **DAISY** BIRTHDAYS

Daisy will help every kid in your trade area get **A BIRTHDAY DAISY!**

HERE'S HOW: Daisy's Double Page Ads in 25 MILLION comic books show 4 "Birthday Daisy Reminders"—sales messages. Boy clips from ad, signs, writes name of Daisy Dealer on all 4. Boy gives them to Dad in sequence *before* his birthday. This Program reaches all air-rifle-age kids in your sales area; runs May 10 through Nov. 15—six profit-making months!

Plus Ads in POST and FARM JOURNAL

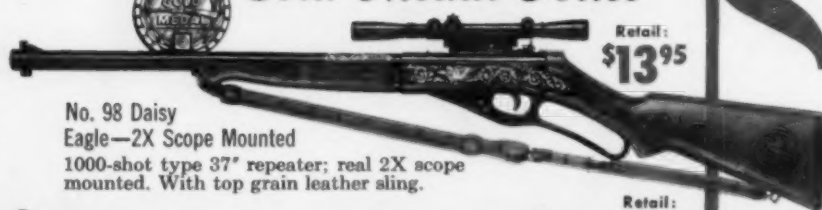
Daisy also runs air rifle, BB pistol ads in IRHA ad sections of April 26 Post, May FARM JOURNAL during Hardware Week April 24 through May 3. Stock heavy for this big Daisy selling push!

Birthday Promotion Kit **FREE!**

Contains 1 compact Pyramid Gun Stand, 1 colored Display Card, 1 Ad Mat, 5 Daisy Air Rifle Catalogs. Mailed free and postpaid. (Use with or without IRHA Promotion Kit!) Mail the coupon for your Daisy Kit now!

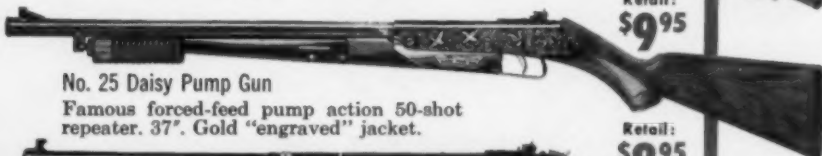


*Gold Medal Series**



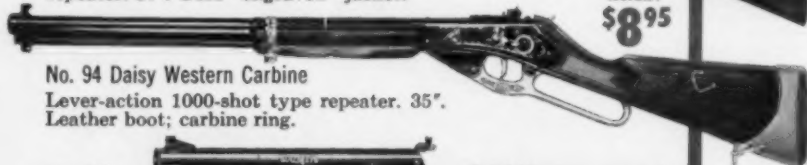
Retail:
\$13⁹⁵

No. 98 Daisy
Eagle—2X Scope Mounted
1000-shot type 37" repeater; real 2X scope mounted. With top grain leather sling.



Retail:
\$9⁹⁵

No. 25 Daisy Pump Gun
Famous forced-feed pump action 50-shot repeater. 37". Gold "engraved" jacket.



Retail:
\$8⁹⁵

No. 94 Daisy Western Carbine
Lever-action 1000-shot type repeater. 35". Leather boot; carbine ring.



No. 177
Bulls Eye BB Target Pistol
Sensational 150-shot repeater shoots Daisy air rifle BBs accurately at 9 foot range. Fast-loader; all steel; 10 1/4". With 25 Targets, 2 tubes Daisy BBs.

\$5 Retail

DAISY BB SHOT

Pack	Tube
5¢	5¢
	10¢

Daisy BB Shot higher W. Coast, Canada.

Prices higher Canada and subject to change without notice.

* "Gold Medal" indicates these models are **proven profit-makers** and will be advertised nationally all during 1958.

MAIL NOW!

DAISY MANUFACTURING COMPANY
DEPT. 3838, PLYMOUTH, MICHIGAN, U.S.A.

Send Birthday Promotion Kit POSTPAID.

NAME _____

ST. & NO. _____

CITY _____ ZONE _____

STATE _____

Send Attention of: _____

"HAPPY BIRTHDAY"
PROFITS

TO DAISY DEALERS and
DISTRIBUTORS!

DAISY MANUFACTURING COMPANY, DEPT. 3838, PLYMOUTH, MICHIGAN, U. S. A.

Since 1888 ... GUN AND EQUIPMENT HEADQUARTERS FOR YOUNG SHOOTERS



Richard L. White



E. J. Van Buskirk



John A. Andrews

Two Landers, Frary & Clark Executives Retire

THE RETIREMENT of Richard L. White as chairman of the board and the retirement of Earle J. Van Buskirk, vice-president, is announced by Landers, Frary & Clark, New Britain, Conn.

With Van Buskirk's retirement, John A. Andrews, sales manager of the Vacuum Products and Hardware Division, is assuming complete sales responsibility for the products within the scope of that division, according to Stanley G. Fisher, vice-president and general sales manager.

The directors of the company announced that the office of chairman of the board would not be filled and that President Bret C. Neece would serve as chief executive officer of the company. White, however, will continue as a member of the board of directors.

White was president from 1941 until 1952 when he became chairman of the board. He has served as president of the National Electrical Manufacturers Association and also as president of the National Hardware Manufacturers Association.

Van Buskirk retires after 43 years of service in various sales capacities with the company, starting as salesman in the Cutlery Division covering the South and Southwest. He is a member of the New Britain Club, Shuttle Meadow Club, Eastern Hardware Golf Association, Midwest Hardware Golf Association, Texas Boosters Club, and the Old Guard, southern hardware salesmen's organization. He also served as president of the American Cutlery Association.

Andrews was appointed sales manager in 1955 and since that time has been working with Van Buskirk in the sales and product plans for the division. He will continue in his capacity as sales manager along with his new responsibilities. Andrews is a native of New Britain and a graduate of Yale University.

Branchell Re-Aligns Sales Territory

THE BRANCHELL Co., St. Louis, Mo., announces a new territorial alignment for sales representation for its melamine dinnerware in five southern states.

Tom J. Carroll, Memphis, Tenn., has been appointed representative for western Tennessee, Arkansas, Louisiana, and Mississippi; Buford K. Brooks, Louisville, Ky., is representing Branchell in eastern Tennessee (including Nashville) and Kentucky.



Tom J. Carroll

Paul Meador Resigns As Morrow-Thomas Head

THE resignation of Paul Meador as president of Morrow-Thomas Hardware Co., wholesalers in Amarillo, Texas, was announced recently by Jack Husbands, executive vice-president of the company.

At the time of the announcement, Mr. Meador had not disclosed his future plans.

Cahill Joins Decatur Pump as Sales Manager

ARTHUR W. BURKS, president, Decatur Pump Co., Decatur, Ill., announces the appointment of Ed M. Cahill as general sales manager,



Ed M. Cahill

effective January 1, 1958. Cahill formerly served as general sales manager of the A. W. Cash Valve Manufacturing Corp., Decatur, Ill.

Shapleigh Announces Hoeynck's Retirement

FRED H. JOHNSON, president of Shapleigh Hardware Co., St. Louis, Mo., recently announced the retirement of Henry A. Hoeynck, vice-president of merchandising. Hoeynck's hardware career dates back to 1906 when he started as office boy at Simmons Hardware Co.

Robert A. Wolff has been appointed merchandise manager succeeding him.

Otto Bernz Co. Appoints Regional Sales Manager

APPOINTMENT of John Mallett as manager of the southern sales division of the Otto Bernz Co., Rochester, N. Y., is announced by John M. Dunn, vice-president in charge of sales. Mallett will head-



John Mallett

quarter in Memphis, Tennessee. He previously served as sales representative in the Cincinnati area.

Otto W. Sticht, formerly manager at Memphis, becomes manager of the eastern territory.

Tri State Tool & Supply Opens New Building

TRI STATE Tool & Supply Co., wholesalers in Parkersburg, W. Va., formally opened its new two story building in December. The business was founded in 1940 by H. P. McGinnis who continues in the position of manager. It has grown from one small office and garage building to an organization consisting of six buildings, with approximately 50,000 square feet of storage space and parking space for 100 cars or trucks.

When the company was first established it was engaged primarily in oil and gas well drilling and in selling new and used tools and pipe. Later the company expanded into two more buildings for the distribution of industrial supplies.

The new building used principally for the warehousing of hard-

ware lines is of cement and masonry construction and measures 60 x 100 feet.

Associated with his father is Leonard G. McGinnis who serves as assistant manager. The company currently travels three salesmen and serves an area within a radius of about 100 miles of Parkersburg.

R. L. Pinion Retires from Black Hardware

ROBERT L. PINION, vice-president of Black Hardware Co., Galveston, Texas, was to retire from the wholesale organization January 1 after more than 40 years of service.

Hubert Schultz will handle most of the lines formerly handled by Pinion, according to Harry G. Black, president.

Penens Tool Announces Organizational Changes

ORGANIZATIONAL changes at Penens Tool Corp., Schiller Park, Ill., a subsidiary of Pendleton Tool Industries, Inc., were announced by Morris B. Pendleton, president of the parent company, following recent board action.

Henry H. Hyler was elected president of Penens Tool Corp., and Richard J. Cwik was named vice-president. Hyler, who joined the organization in 1948, served as sales manager and vice-president prior to taking over his new duties. Cwik served as secretary-treasurer



Henry H. Hyler

and will continue these duties in addition to his new responsibilities.

Harold T. Bright, plant superintendent since 1956, was elected a director of the Penens organization, Pendleton also stated.

Lawn-Boy Appoints Regional Manager

WILLIAM B. HAVERTY, Lawn-Boy salesman since 1953, recently was appointed regional sales manager for the eastern portion of the United States, according to Lawn-Boy Sales Director Robert E. Schuler.



William B. Haverty

Haverty, of Tulsa, Okla., will supervise, coordinate, and administer all Lawn-Boy sales activities in the 32 eastern, southern, and mid-western states. He formerly represented the rotary power mower firm in the Oklahoma, Texas, Arkansas, Louisiana, and Missouri area.

Green Elected President of Plumb Chemical Corp.

AT THE ANNUAL meeting of the board of directors of the Plumb Chemical Corp., held recently in Philadelphia, Frank P. Green was elected to the position of president.

Green, who is also executive vice-president of Fayette R. Plumb, Inc. and vice-president of the Delta File Works, Inc., formerly served as executive vice-president of Plumb Chemical.

Deluxe and in Demand

why you make more profit with *Rapidayton* **CHAMPIONS**

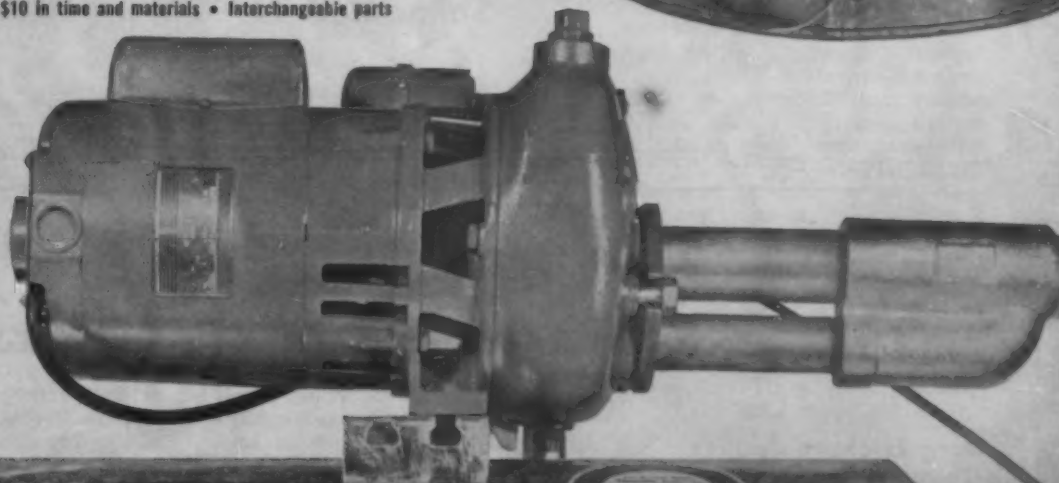
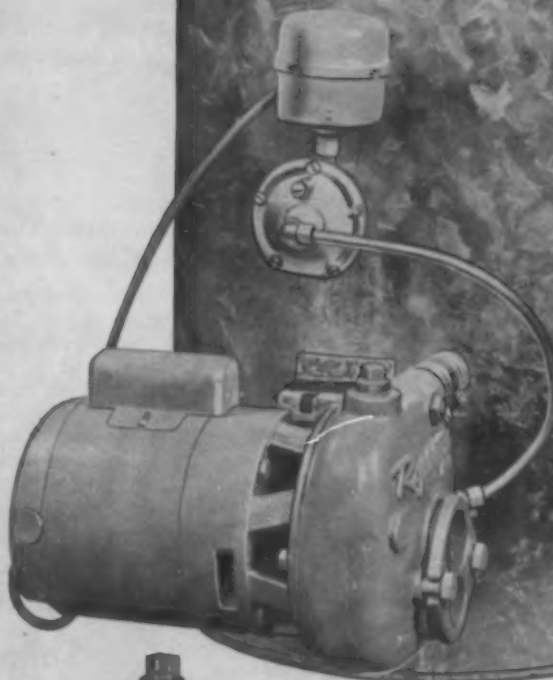
The famous Rapidayton Champions—a complete line of deluxe quality jet pumps and water systems to capture the heart of the BIG VOLUME market. A system for every need; wells 0 to 150 ft. And they're "deluxe and in demand," a combination which means maximum profit. You profit because Rapidayton Champions give you more pump to sell—more quality "sellable" features than anything in their class. You profit because these deluxe "worth more" systems are priced just above the very lowest and also carry a generous trade discount. You profit because the many fully packaged and convertible systems are easy to stock, easy to install. And you profit because interchangeable parts (only a handful needed) keep inventory low and make service easy. Sell more pumps—and make more profit on each unit—with Rapidayton Champions. Write for details.

Built-in "PROFIT" features

Heavy-duty capacitor motors • One-piece solid brass impellers and other brass-built parts • Galvanized ejectors, good in any water • Quad-Volute body, highly efficient, makes pump self priming • Pressure tanks heavy-coated hot-dip galvanized inside and out • Exclusive Quick-Connect flange (patent pending) on convertible jets, saves up to \$10 in time and materials • Interchangeable parts

Packaged for profit

Rapidayton Champions are available in many packaged models, assembled, ready to install.



The Convertible Champion

Shown is original Champion Convertible, widely imitated but never equaled. A big system, deluxe quality-built. Converts from shallow to deep wells without extra pump parts. Quick-Connect flange. Packaged with 4-gal. stainless steel, 13- and 30-gal. horizontal and 42-gal. vertical galvanized tanks (latter meet FHA requirements), 1/2 and 1/2 h.p. capacitor motors. Reaches 80 ft. Delivers up to 810 g.p.h. See your wholesaler.



Rapidayton
division

The Tait Manufacturing Company, Dayton 1, Ohio

Established 1908 as The Dayton Pump and Manufacturing Co.

Rich-Con Appoints Sales Head for Oklahoma Area

JOHN W. McDADE recently was appointed sales manager in charge of hardware sales, Oklahoma territory, for Richards and Conover Hardware Co., according to Samuel L. Sawyer, president.



John W. McDade

McDade has been with the company since April 1957 as merchandising manager of sporting goods and toys in the Oklahoma City Division. With the closing of the Oklahoma City warehouse and conversion of most facilities to a floor covering operation, McDade will assume immediate responsibility for all general line sales in the Oklahoma area with offices in Oklahoma City.

McDade was with C. Bruno and Son, Inc., San Antonio, prior to joining Rich-Con. Previously he was president and general manager of the San Antonio Fishing Tackle Co. for nine years. He is a native of San Antonio and was educated at St. Mary's University.

Borg-Erickson Applies Coupons to Scales

USING AS AN inspiration the "Save 10¢" coupons which housewives use periodically in their grocery shopping, Borg-Erickson Corp., in May will distribute 30,000,000 coupons each good for \$1.00 off the retail list price of a new Borg bath scale, Model 4124C.

Readers will be advised to take the coupon to "Dealers Listed Be-

low," who are the retailers who participate in the promotion by purchasing six of the new Borg model, in a 6-scale package which includes a free 3-scale display stand. The dealer pays regular list price for the 6-scale package, but passes on to the wholesaler the coupons he "cashes" and receives replacement scales at the reduced list price.

The \$1.00-Off promotion is slated for 30 days, and will begin on May 4.

American Tackle Names Southeastern Salesman

HOWARD EGGER, sales manager for American Tackle and Equipment Co., has appointed Vernon S. Greenwood of Orlando, Fla., as Southeastern salesman for the Philadelphia fishing tackle concern.

Greenwood, formerly Southeastern representative for Ashaway Line and Twine Co., will cover Alabama, Florida, Georgia, North



Vernon S. Greenwood

Carolina, and South Carolina for American Tackle.

A native of Jamestown, N. Y., Greenwood operated a small retail sporting goods store there until he joined Pitts Corp., a hardware and sporting goods firm in 1946. With the wholesale-retail store five years, Greenwood resigned in 1951 to join Ashaway.

Tackle Manufacturers' First Show Scheduled for Chicago, July 27-30

THE ASSOCIATED Fishing Tackle Manufacturers, owners and producers of the AFTM Fishing Tackle Trade Show to be held at the Sherman Hotel, Chicago, Ill., July 27-30, report that they are greatly encouraged by the support given their first show venture by their member companies. Eighty-three of the most prominent tackle manufacturers in the country already have been assigned booth space on the mezzanine floor of the hotel which includes the ballroom and exhibition hall. The entire show area will be air conditioned and carpeted, including the booths, it was announced.

The AFTM show committee, which has been charged with the responsibility of running the show, met in Chicago on January 15 to assign booth space and complete arrangements with the Sherman Hotel managements. Members of the committee attending the meeting were chairman, Robert Mor-

tensen, Louis Johnson Co.; Harry Simon, Simonsen Industries; and Leo Pachner, P. & K., Inc.; as well as Richard Taylor, AFTM president, Fred Arbogast Co., Inc.; Andrew Boehm, AFTM 1st vice-president, P. & K., Inc.; John M. Holmes, AFTM secretary-treasurer; and Jerry Buening, Dayton Bait Co., and Robert O'Connell, Newton Line Co., of the AFTM membership committee.

Plans for promoting the show are well under way. A series of full-page advertisements will appear in the trade press between now and show time. A direct mail campaign is scheduled to start shortly directed to the buyers and heads of wholesale houses throughout the country to acquaint them with the purposes of the show, which will be confined to fishing tackle and closely allied merchandise, and to list the exhibitors. All exhibitors will be furnished with letterhead stickers announcing the show dates.

Self-Service

SALES CENTERS FOR OXCO BRUSHES

designed to  specifications



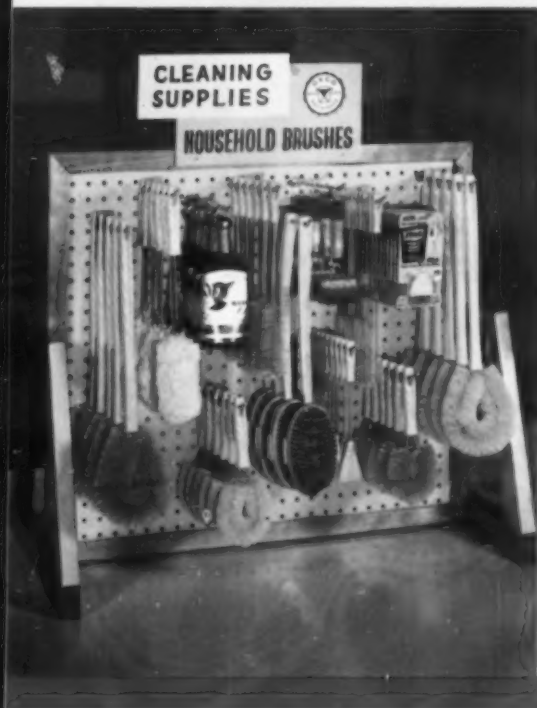
▲ No. 25 HOUSEHOLD BRUSH MERCHANDISER

For big volume brush sales. You get one dozen each of 25 popular Oxco brush styles, with No. 15 display fixture, 25 hangers and top sign. Permanent-type, wood and peg-board Display-Merchandiser included in total price of Assortment.

◀ No. 12 HOUSEHOLD BRUSH MERCHANDISER

For the smaller store. You get one dozen each of 12 fast-moving Oxco brush styles, with No. 9 display fixture, 12 hangers and top sign. Order brushes at regular prices and you get Display-Merchandiser at no extra cost.

Wide range of styles and prices covers your market. Many brushes feature Oxco's solid plastic handle in pink, blue or yellow. All brushes labeled and pre-priced.



FOR "THE QUEEN WHO CLEANS"—DuPONT "Tyrex" NYLON-FILLED BRUSHES



SEE OXCO ADVERTISED IN



Start building up your sales of brushes and related cleaning supplies with these NRHA-approved displays. They're adaptable for island, gondola, wall or column display. Complete information is available from your Jobber . . . ask your salesman on his next call for free Brochure—"How to Merchandise Cleaning Supplies for Greater Profit."


OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

OXCO'S EXCLUSIVE *SPEEDY-CLEAN* LINE

BRINGS YOU SPEEDY SALES AND PROFITS!

No. 990 *SPEEDY-CLEAN* **HOUSEHOLD MOP**

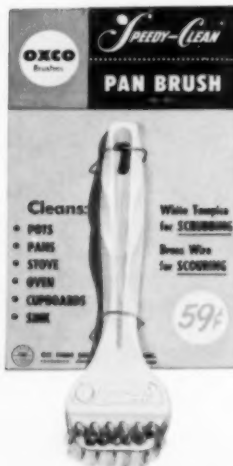
Profitable, high-quality household mop that builds volume and keeps your cleaning supplies department up to date. DuPont cellulose sponge yarn mops quickly, dries quickly, won't lint or tangle. Includes strong metal head clamp, red wood handle with hanging ring. Mop head packaged in colorful film wrapper.

**ONLY
\$2.49
retail**



NEW! No. 660 *SPEEDY-CLEAN* **PAN BRUSH**

**ONLY
59¢ retail**



Scrubs and scours—a useful kitchen brush with real impulse features! Face filling is white tampico fibre for scrubbing . . . top filling of crimped brass wire handles toughest scouring. Attractive plastic handle in eye-catching pink or yellow. Individually carded for mass or jumble display, or hang-up.

No. 770 *SPEEDY-CLEAN* **DISHWASHER**

**ONLY
98¢
retail**



You get fast turnover, fast profits, when housewives get a look at this fast new way to wash dishes. Light, sturdy brush with extra-long handle keeps her hands out of hot, harsh dishwater . . . makes all the tough jobs easier. Filling of springy, hygienic SARAN bristles . . . solid plastic handle in yellow or pink has convenient hanging hole.

DISPLAY PACK
Six dishwashers (3 pink, 3 yellow) in protective stand-up display.

CARDED
One dishwasher, carded for individual hang-up display. (One Dozen to shipping container.)



**SEE
YOUR JOBBER
for Details!**

Both items ideal for peg-board display on #12 and #25 merchandisers!

OXCO
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK, MARYLAND

Louv-r-Pak, Inc.

Galvanized and Aluminum
VENTILATORS



FLUSH TYPE

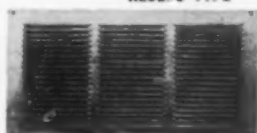


ROOF VENTS

- PRIME COATED
(Galvanized)
- F H A APPROVED
- HEAVY GAUGE
METAL
- WEATHER-PROOF
- EASILY INSTALLED



RECESS TYPE

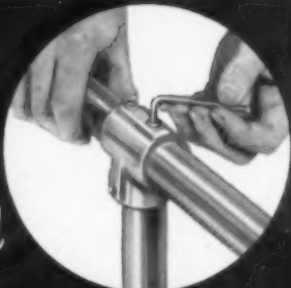


EAVE VENTS

LOUV-R-PAK, INC.

Write for name and address of your nearest Distributor.
3629 E. FIRST ST. FORT WORTH, TEXAS

More
"Do It Yourself"
Profits
with
Speed-Rail
SLIP-ON FITTINGS



FREE DISPLAY!

3-color display-demonstrator FREE with recommended basic assortment.

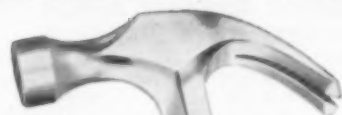
No Threading — No Welding

Discover a new area of extra profit in SPEED-RAIL . . . the do-it-yourself railing fitting anyone can use to build sturdy, attractive railings, using only a hex key and hacksaw.

Made of a high-tensile aluminum alloy, SPEED-RAIL slip-on fittings require no painting or plating and fit I.P.S. size pipe from 3/4" to 1 1/4". Use with black iron, galvanized or aluminum pipe.

THE HOLLANDER MANUFACTURING CO.
3841 Spring Grove Ave., Cincinnati 23, Ohio

New Plus Tools Your Customers Want



Estwing
UNBREAKABLE
"3 in One"

1 Forged One-Piece Head-Handle
Strongest Construction Known

2 Vinyl-Nylon Everlasting Cushion Grip
Smooth, non-slip feel. Bonded inseparably to handle. Can't loosen, stretch, come off or wear out during life of head.

3 Whip that gives smooth, effective drive and Unbreakable strength for all proper pounding, pulling, ripping.

Perfect, Permanent Balance

Consumer List Prices					
Curved Claw			Straight Claw		
12 oz.	E3-12C	\$5.25	12 oz.	E3-12S	\$5.25
16 oz.	E3-16C	\$5.35	16 oz.	E3-16S	\$5.35
20 oz.	E3-20C	\$5.45	20 oz.	E3-20S	\$5.45



Carpenter's Hatchet

	No. 1	No. 2
Edge	3 1/4"	3 3/4"
	E3-1H	E3-2H
	\$5.90	\$6.25



Mason's and Tile Setter's

	12 oz.	20 oz.
	E3-12BL	E3-20BL
	\$4.98	\$5.25



Prospector's Picks

	14 oz.	22 oz.
	E3-14P	E3-22P
	\$4.85	\$4.98

Sportsman's Axe — Leather Grip



Free Sheath



E24A \$5.85

Estwing Mfg. Co., Rockford, Ill.

Inventors and World's Only Specialists in Unbreakable Hammers & Hatchets

Billings & Spencer Makes Appointment in Sales

R. J. AHERN, president, The Billings and Spencer Co., Hartford, Conn., announces the appointment of Robert E. Sadler as assistant sales manager of the Tool Division.



Robert E. Sadler

He will report directly to J. F. Whalen, sales manager of the Division.

Sadler was formerly manager of the Industrial Supply Division of L. L. Ensworth & Sons, Hartford, Conn.

Siebert Co. Purchased by New York Firm

SALE OF THE O. W. Siebert Co., Gardner, Mass., manufacturer of baby carriages, velocipedes, and children's wheel goods, to a New York investment firm is announced by Otto W. Siebert II, president of the company.

H. B. Pearl of the New York firm will be chairman of the board, Otto W. Siebert II will continue as president, and George Sasine will be treasurer and secretary.

Bernard Assumes Duties as Kay-tite President

THE KAY-TITE Co., of West Orange, N. J., manufacturers of masonry water repellants, announces the completion of an extensive program of expansion and reorganization.

The presidency has been assumed by Rudolph O. Bernard, formerly general sales manager of the Building Materials and Hardware Division of Igoe Brothers, Newark, N. J.

At the same time, the company announced the introduction of a new water repellant to be marketed under the name of "Kay-tite Special."

Bernard states that the Kay-tite policy of distribution through regular wholesale and retail channels will be continued.

McDuffie, Edelston Honored by Plas-Tex

GEORGE MCDUFFIE, Atlanta, and Fred Edelston, Chicago, heads of the housewares representation firms bearing their names, have been honored by The Plas-Tex Corp., Los Angeles, as the plastic housewares manufacturer's "Outstanding Sales Representatives of 1957."

McDuffie's George McDuffie Co. of Atlanta, Charlotte, and Sarasota increased its sales of Plas-Tex products over 60 percent during 1957, the largest increase of any Plas-Tex sales rep.

Edelston's Fred Edelston Co. of Chicago, Minneapolis, and Indianapolis exceeded one million dollars in sales during 1957, the first Plas-Tex sales representative ever to do so.

Award presentations were made during the recent Plas-Tex sales meeting held in Chicago.

Lawn-Boy Names Eight Southern Distributors

ROBERT E. SCHULER, sales manager of Lawn-Boy, Lamar, Mo., announces the appointment of eight southern hardware wholesale distributors to handle the company's 1958 power mower line.

The new distributors are the American Hardware & Equipment Co., Charlotte, N. C.; Auto-Lec Stores, New Orleans, La.; Brown-Roberts Hardware & Supply Co., Ltd., Alexandria, La.; Corpus Christi Hardware Co., Corpus Christi, Texas; Henderson & Baird Hardware Co., Inc., Greenwood,

Miss.; C. M. McClung, Knoxville, Tenn.; Mack Electric Supply Co., Dothan, Ala.; and the Straus-Frank Co., San Antonio, Texas.

COSCO Elevates Sales Executive

HAMILTON Manufacturing Corp., makers of COSCO furniture, announces the promotion of Thomas



Thomas R. Henderson

R. Henderson from the position of director of sales to general sales manager. He joined the company in 1946 as sales correspondent.

Black & Decker Appoints Head for Dallas Division

DANIEL T. MCGLOSSON recently was appointed district manager of the Dallas Hardware Division, Black & Decker Manufacturing Co., Towson, Md. The Dallas District of Black & Decker includes all of Texas and southern New Mexico.

McGlosson joined Black & Decker in 1953 as a salesman, and has operated in that capacity in both Salt Lake City and Houston. Previous to this he worked as salesman and warehouse manager for an automotive distributor.

Born in Waco, Texas, McGlosson attended schools in that area, including Baylor University. His present home is in Dallas.

More of Everything!

- **POTENTIAL**
- **PROFIT**
- **PROMOTION**

All good reasons to order the Black Diamond Rotary Mower file right now!

Potential — There were 5 million rotary mowers in use at the start of last year. There are hundreds of thousands more now. And you can sell a file with every rotary you sell this year.

Profit — A dozen Rotary Mower files costs you \$7.84. A dozen retails for \$11.76. Your profit is \$3.92. And remember — this is a fast turnover item all season long.

Promotion — Frequent ads in *The Saturday Evening Post*. And there will be dominant space and dominant advertising in *Popular Science* and *Popular Mechanics*. There'll be farm magazine ads, too. In addition, we're giving this the full Hardware Week spotlight treatment.

Your regular Black Diamond hardware distributor has the Rotary Mower file now. Order now for delivery in time for Hardware Week profits.



Every Rotary Mower file comes in a sturdy plastic case. Case and file have handy hang-up hole for safe, convenient storage.

One dozen Rotary Mower files come in this colorful counter display. They won't stay there long if you let this self-merchandise sell for you in good locations.



NICHOLSON FILE COMPANY, PROVIDENCE 1, RHODE ISLAND

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES **A FILE FOR EVERY PURPOSE**

NO. 7 OF A SERIES
How Hardware Stores can
make more money selling a
complete line of G-E Bulbs



Here's a chronic Spring Problem *(slightly exaggerated)* in homes all over America!

In the cartoon above Henry Bulbsnatcher has gone along all winter robbing one socket to fill another until he's down to the last bulb in the house. There's only one thing left to do. Go out and get enough new General Electric bulbs so his family will never be without good light again.

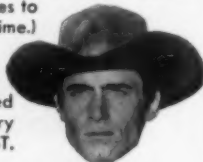
This predicament has occurred in varying degrees in homes all over the USA, and it means a lot of G-E light bulbs are going to be sold during spring cleaning time. If you have a good stock of all popular sizes and *display them* prominently you'll get your share of this profitable business.

Here's what G. E. is doing to turn this problem into profits for you!



ARTHUR GODFREY, radio's greatest salesman, on CBS network for G-E Bulbs, Mondays 10:00-10:15 A.M. EST. (on March 11, changes to Tuesdays, same time.)

CHEYENNE, one of TV's top-rated shows on ABC-TV for G-E Bulbs every other Tuesday 7:30-8:30 P.M. EST.



Plus **LIFE** and **SATURDAY EVENING POST**, with full-page G-E Bulb ads.

Here's what you can do to increase your bulb sales and profits!

1. Make sure you have a complete stock of all G-E household bulbs including night lights, 3-way bulbs and Coloramics.
2. Feature them with Spring housecleaning items.
3. Remind customers to replace bulbs while they're Spring cleaning.
4. Display and push G-E 4-bulb packs so your customers will purchase extra bulbs to keep on hand.



G-E Bulbs are again taking part in Hardware Week—April 24-May 3

GENERAL  ELECTRIC

Everywhere you look . . . you see **LAWN-BOY**



pre-sold to your customers in their favorite magazines



Look at LIFE—you see **LAWN-BOY**. In the midst of your biggest selling season, **LIFE** is hitting again with big, colorful **LAWN-BOY** ads, over and over and over.

Look at the SATURDAY EVENING POST—you see **LAWN-BOY**. Along with **LIFE** and the other magazines, the **POST** hammers away with the **LAWN-BOY** story when it means the most to readers and to you.

Look at BETTER HOMES & GARDENS—you see **LAWN-BOY** . . . hitting your customers hard and often at just the time they're most likely to buy a power mower.

Look at **CAPPER'S FARMER** . . . **HOUSEHOLD** . . . **FIELD & STREAM** . . . **SUNSET** . . . **GRIT** . . . **FLOWER GROWER** . . . **POPULAR MECHANICS** . . . and the **GARDEN IDEAS** Annual of Better Homes & Gardens. Here, as always, is your best advertising

support in the power-mower business—consistent, in dominant space units, and in color—helping you sell the best power mower of all—**LAWN-BOY**.

AND FOR YOUR TIE-IN: Brand-new, punchy ad mats that let you tell your community that *you're* their **LAWN-BOY** dealer. Also, a brand-new radio jingle, nine complete television films, new billboards, store displays, literature, improved Yellow Page and Operator 25 services—all available to you from your **LAWN-BOY** distributor. Ask him or mail the coupon.

LAWN-BOY

Lamar, Missouri. Division of Outboard Marine Corporation
Makers of *Johnson* and *Evinrude* Outboard Motors
In Canada: **LAWN-BOY**, Peterborough, Ontario

LAWN-BOY, Dept. SH
Lamar, Missouri

Send me the new **LAWN-BOY** co-operative advertising mat book.

Name _____

Address _____

City _____ Zone _____ State _____



*Made under patent number 2077784



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● Free samples on request!

Packed in 50-Pound Nail Caddy

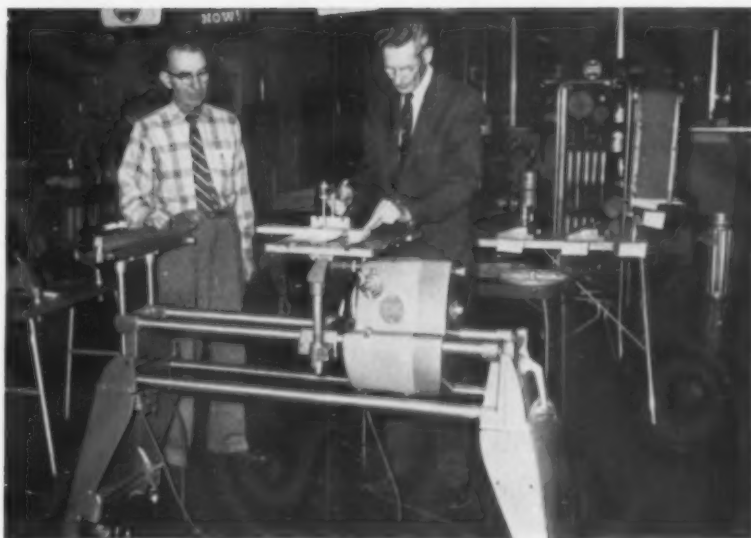
EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714 • TRInity 5-3441

Southern HARDWARE

MARCH 1958

T. V. Barron, right, demonstrates a circular saw, operating from a five-in-one basic machine. He refuses to pressure customers to buy power tool accessories, but carries a full stock because he has found that customers will buy accessories when they need them. Below, he arranges display



Five-point plan builds Power Tool Volume

By Richard Lane

POWER TOOLS are humming in many home workshops.

Yet the market has barely been scratched. With more leisure hours available as the nation's work week grows shorter and with more firms covering their employees with pension and retirement programs,

power tool manufacturers foresee a tremendous potential.

Many franchised dealers are being rewarded for their farsightedness, too. In the space of a few years, power tool sidelines have grown into major lines for some promotion-minded hardware

stores. And power tool sales are stimulating sales in other departments.

Power tools are a major line for Pierce & Barry Hardware Co. in Memphis, Tennessee. This store believes its sales volume is unsurpassed in the city. Large floor and window displays reflect the department's importance and success.

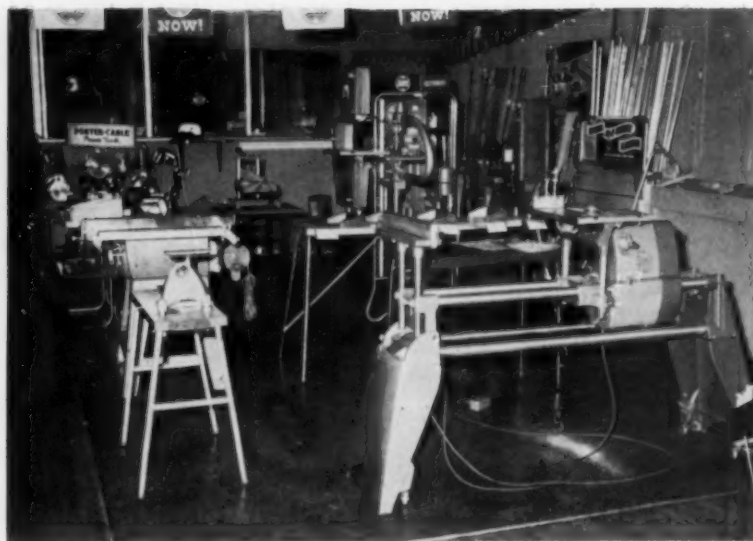
T. V. Barron plugged in the store's first power tool 25 years ago. The hum of the enlarged department today is sweet music to his ears. The store's head floor salesman, Barron has enthusiastically and systematically nursed his "baby" to full stature.

Barron's interest in woodworking and power tools comes naturally. As a boy he worked in a Memphis furniture manufacturing plant before becoming a hardware salesman some 34 years ago. His interest has increased rather than dimmed with the years. And—as you might expect—he has a power tool workshop of his own at home. Planning to enlarge it, too.

Power tools are specialized. And, as Barron confesses with a grin, "You don't sell a big one in 15 minutes." They take specialized selling. Obviously the best results and quickest success are obtained in stores where specialty salesmen are in charge—salesmen with a genuine interest in power tools. Like Barron, if possible.

All power tool prospects who enter Pierce & Barry Hardware Co. are referred to Barron. He conducts the demonstrations, has the technical knowledge to answer the prospect's many questions. It's his





The power tool department occupies a prominent section of the store. Selling is direct from the floor, since four or five of each model are carried in stock

field, just as architectural hardware is forte of Store Owner Warren Barry.

To build a successful power tool department, Barry recommends:

(1) A quality, simple-to-operate, trouble-free line, franchised if possible and fully stocked with accessories.

(2) Demonstrations and technical information simple enough for amateurs — "because most wood-working hobbyists are amateurs."

(3) An attractive floor display.

(4) Promotions at home shows, fairs and other exhibits where possible.

(5) Budget financing, where desired.

Let Barron elaborate on these points.

For many years, Pierce & Barry Hardware Co. stocked a widely advertised line of power tools. Eight years ago it found one it liked better—for price, simplicity, and dependability. It changed lines and "We've never regretted taking it on," Barron declares.

Barron likes this particular line because of its basic tool. The multiple tool is really five tools in one, combining a nine-inch circular saw, 12-inch disc sander, 34-inch lathe, horizontal drill and vertical drill press. "It's the only tool that lets you do the complete job," Barron asserts.

"The machine can be operated at variable speeds, up to 5,800 RPM, and can use either 110 or 220 volts. A simple Speed-Dial eliminates guesswork. Accuracy, speed, and power are built into the machine.

The operator merely sets it and guides it. The table saw makes it easy to do the basic job of cross-cutting and ripping. It's designed primarily for the amateur and has many fine safety features. For example, it won't catch jacket sleeves of the operator.

"Many persons feel that power tools are complicated machines, to be operated only by skilled technicians. Actually they are a means for almost anyone to achieve high-quality workmanship with a minimum of practice.

"Power tools don't require the long period of apprenticeship needed to accomplish fine work with hand tools. Only a few fundamentals are necessary. We stress that to prospects. We've convinced many, too. Our power tool purchasers include many business and professional men who like to work off office tension. Users also include a minister or two. A retired auto dealer who bought a machine from us does beautiful work — fairly lives in his woodworking shop."

Amateurs, however, aren't the only ones who buy the basic power tool. The store's customers include at least five general contractors. It also has sold one such machine to an aeronautical school, one to the Shelby County Courthouse for maintenance work, and several to large plants. "They make a nice auxiliary machine for plants," Barron explains. "It costs money to change over big machines for a special operation that may require only a few minutes. This tool doesn't cost much and requires lit-

tle time and effort to change for a specialized job.

"With such a simple, basic machine, it's easy to give convincing demonstrations. Seventeen or 18 other tools can be added on top of the basic five offered by this machine. Only one motor is required. The compactness of the basic tool is an important sales factor, too. The machine is only 18 by 72 inches and easily fits into nearly any corner. The trouble with most home workshops is that they are crowded for working space—simply too small for the stocking of many accessories. Since this machine eliminates the necessity for special motors and many smaller machines, it is highly popular with the hobbyist who has limited space in garage or basement.

"Another selling factor is that it is of aluminum alloy, light but tough, with very little to rust. For that reason it can be used satisfactorily in basements, where there sometimes is a certain amount of dampness.

"Incidentally, in the eight years we have been handling this particular line, we have had only minor trouble — trouble that we could remedy ourselves. For a man thinking about putting \$298.50 into a basic machine, that's really important."

How about demonstrations and other promotions?

In addition to floor demonstrations by Barron, the store stocks a highly informative do-it-yourself book, "Power Tool Woodworking for Everyone," that sells well. It contains 800 pictures illustrating procedures for two well known tool lines.

The store also arranges a factory demonstration each fall. It prefers fall because, as Barron explains, "Cool weather closes out most golf and fishing and the man of the house starts thinking of something to occupy him at home during the bad weather months."

Letters are sent to prospects well in advance, advising them of the store demonstration by a factory representative. Eighty-five prospects—a new high—attended the demonstration last fall.

Pierce & Barry Hardware Co. also exhibits and gives demonstrations at such well-attended events as the annual Home Show and Mid-South Fair in Memphis. Exhibit interest is always high at such events, and the store feels the expense of booth space is well repaid. Prospects sign cards for store demon-

(Continued on page 48)



Pipe fittings are contained in open bins, clearly labeled. Gritz replenishes stock

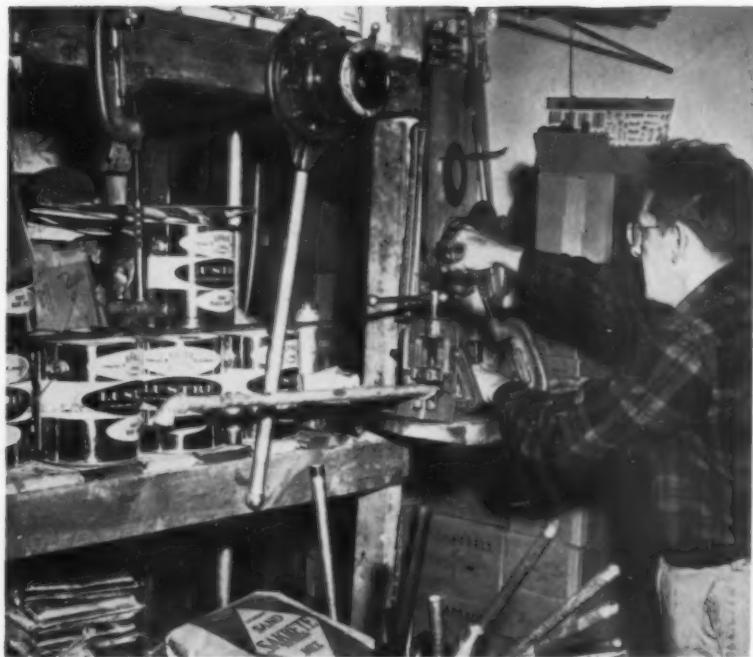


The home-owner above is able to identify the part he needs in repairing his home sink from the store's fitting assortments on open display

Plumbing Supplies

By Beatrice Miller

account for \$15,000 annually



The store considers a cutting and pipe threading service essential for building a successful plumbing supplies department. Partner Gritz operates machine here

CONCENTRATING on the home-owner trade, William Gritz, co-partner in Division Avenue Hardware in Washington, D. C., has developed a \$15,000 annual gross volume from his plumbing supplies department.

In describing his year-round program for gaining this volume, Gritz states that he carries a \$3,000 inventory of plumbing fixtures. "And an absolute necessity in obtaining a profitable volume and in holding customers," he adds, "is a good illustrated catalog of all plumbing fixtures and a plumbing manual."

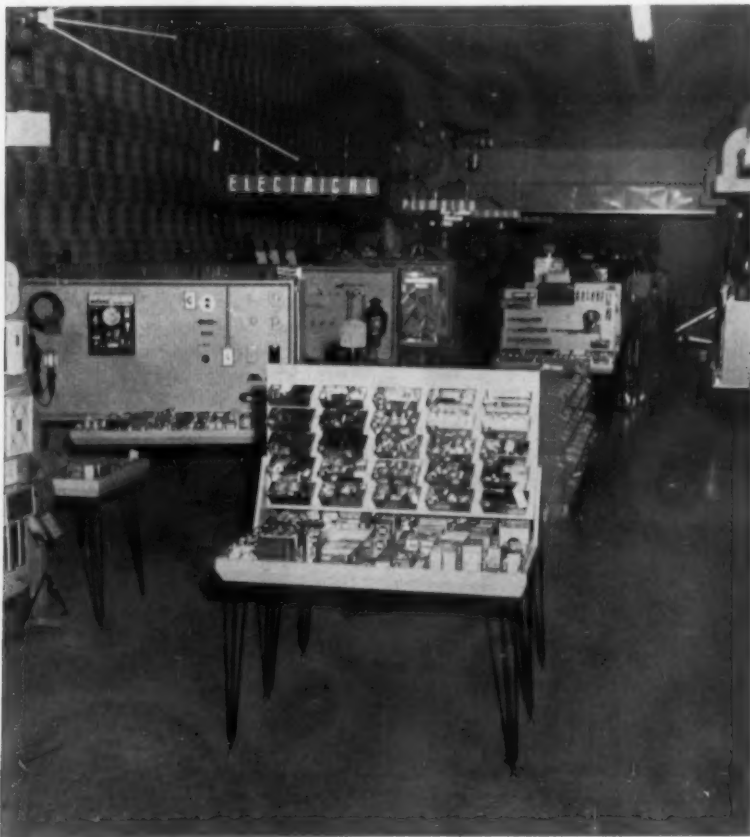
One of the first points which Gritz emphasizes in the continuing expansion of this department is display. "Displays are especially important," he advised, "because most home-owners do not know the names of plumbing fixtures. The home-owner may be repairing a sink, but he is unable to call for the replacement part by name. Here a wide assortment of fittings on open display is necessary so that

(Continued on page 52)

Merchandising hardware for the **Do-It-Yourself Trade**

By Lee Corkill

The customer entering Scrivener's hardware store has little difficulty locating the unique do-it-yourself headquarters area where individual sections (carpentry, plumbing, electrical, and painting) are indicated by attractive signs. Right: Ernie Scrivener thumbs through addressograph plate tray used for direct mail promotion. Each salesman has opportunity to claim his own customers and to make one mailing each month to his own list of prospects and old customers



THE "DO-IT-YOURSELF" trend is here to stay.

And Hardware Dealer Ernie Scrivener of San Antonio, Texas, became so convinced of that fact that he has remodeled his store, Scrivener's, Inc., into what is probably one of San Antonio's most unique do-it-yourself headquarters.

"More and more people are buying their own homes and they like to fix things up themselves," Scrivener observed. "Besides that, a lot of people don't have the money to hire a carpenter or painter or electrician; so we're aiming at establishing our store as a virtual headquarters for the do-it-yourselfer."

Scrivener was not wrong in his decision. The amount of business

done by his store since its recent opening serves as adequate proof of the potential to be had from catering to that buyer.

One section of the store has been made into the "Do-It-Yourself Headquarters," with every item that comes under such heading displayed there. Along the wall, movable pegboard units have been arranged so that stock can be grouped in various classifications, such as painting, carpentry, electrical work, plumbing, etc.

If a man is planning to close in his carport, he's basically interested in carpentry tools. And in Scrivener's special tool section, he can determine immediately the specific thing he'll need. All sizes of hammers, saws, pinch bars, planes, levels, carpenters' pencils, plumb bobs, etc., are attractively arranged on the pegboard display. Stock to be sold is laid out on tables and the customer can make his own selection. An item not on the table can be instantly obtained from the stock room by a clerk.

"You have to carry a very complete stock of merchandise when you deal with the do-it-yourself-er," Scrivener maintained. "Formerly, when a fellow was going to build something, he'd buy some lumber and nails and go to work. Not any more.

"If he's going to close-in that carport, he doesn't put up only walls. He's read in a magazine that it's easy to put in windows, a sliding door, electrical outlets for power tools—the works. The magazine—and we've got a rack of them available in the store—probably has diagrams and plans to show him how.

"So when he comes in here he wants a lot of things. And we've got them. All the tools he'll need, all kinds and sizes of electrical outlets and wiring. If he wants to finish the inside, we've got sheetrock, plywood, cement, and paint. If he wants to install a wash basin or toilet in the garage, we've got the wrenches, joints, and piping he'll need. Maybe he likes to tinker with his car. We've got every automotive tool, and we can fix up any sort of block and tackle rig so he can jerk the motor."

Scrivener's new store, completed last year, is the latest in modern store planning. It features wide

(Continued on page 54)



Scrivener's do-it-yourself hardware headquarters is probably as complete a facility of its kind as can be found anywhere. At top, an amateur hobbyist examines tools in the carpentry section, while, in middle photo, he finds himself intrigued by plumbing items. Above, he browses through the electrical section. In each case, note how pegboard lends itself to simple, attractive arrangement



After thorough planning, Frank Akman established his self-service "shopping center" store, a partial view of which is above

Dealer shares his ideas on

Locating in Today's

WITH SHOPPING centers mushrooming all over the country, numerous experienced hardware dealers have considered the question of whether their invested dollar would not bring greatest return from location in one of these suburban communities.

One particularly keen and aggressive dealer in the Washington, D. C., area decided to take the plunge and now enthusiastically shares his experiences.

On January 1 of 1956 Frank Akman opened in the Laurel Shopping Center of Laurel, Maryland, one of the most up-to-date hardware stores to be seen in the area. Colorful, modern, and stocked with an abundance of quality

merchandise, the self-service store occupies 9,000 square feet under roof, 5,000 square feet outdoors. 6,900 square feet is devoted to floor display.

In a day and age when merchandising policies must be flexi-



Frank's mails out 10,000 to 18,000 circulars once or twice each month, of its own original material



Customer's attention is drawn to large sign which lets him know credit is available, often influences decision to buy

By Beatrice Miller



Customer brings purchases by pushcart to checkout counter

As individual conditions vary widely, Akman advises a careful study of problems and potential

Shopping Center

ble to meet competition, Akman points out that locality and public needs shape each individual operation and present varied problems. What holds good for one store may not apply for another, he states, and emphasizes that a

dealer must consider each step carefully — the conditions under which he is working, the problems he will have to meet at the outset and during his first year, and problems of his particular community.

"To keep his break-even point as low as possible, a dealer should try to make a thorough estimate of what his operating costs will be the first year. Taking a total of all expense items, such as rent, lights, heating, payroll, etc. for the entire year, he can determine how much he must gross to break even, and how much he has to gross to make a profit.

"The dealer must take competition into consideration. He must be ready to cope with established competition or with competition that may move into the area.

"Shopping centers usually are higher cost rental areas than other locations. A dealer should investigate as to how the shopping center is financed so that he can negotiate a desirable lease. The terms of his lease may determine his ability
(Continued on page 56)



Particular needs of the area determine store's policy as to best location of departments. At Frank's, considerable space is devoted to paint and paint accessories. Note how grocery-type fixtures are used to facilitate display of housewares



Browsing Multiplies Toy Volume

By Ruel McDaniel

IN LESS THAN two years, the Center Hardware Co. in the Portairs Shopping Center, Corpus Christi, Texas, has built a profitable toy volume, exceeding \$10,000 annually. And it utilizes its natural resources to sell this specialty merchandise.

The two major factors which have built the toy business to its present profitable level are self-service and a well-advertised lay-away plan for major toy purchasers, according to Manager John Gollihar.

Except during the Christmas shopping season, toys are confined to three display fixtures near the center of the store. Most toy items are under \$5, with children's games dominating two of the three displays.

"We package all the toys that are most practically sold in packages," Gollihar explained. "This does two things. It cuts down damage from promiscuous handling and stimulates self-service."

The management shifts the toy displays on an average of once a week, so that merchandise always looks fresh to regular customers.

(Continued on page 60)

Center Hardware encourages customers to browse among its toy displays, unhampered by floor salesmen, and lady, at top, unhurriedly sizes up the latest in kiddie gadgets. Above, self-service openly invites the little girl's handling of doll furniture. Management does not object, but packages easily-broken toys to eliminate damage from promiscuous handling. At left, children's games, a big seller, dominate two of the firm's three toy displays



New officers and directors, left to right, seated: Herbert Vieth, first vice-president; J. Ray Baker, retiring president; Don Evans, president; Don A. Peters, second vice-president. Standing: Aaron Gritmaker, executive director, secretary and treasurer; Directors Joe Burnett, Paul W. Shean, George Moncrief, Byron Dawson, Hercel C. Dobyns, Carl Lacy and Walter Hinton

Oklahoma Convention

HARDWARE and farm equipment dealers far in excess of the total membership converged upon Oklahoma City on February 2, 3 and 4 for the 55th annual convention and merchandise show of the Oklahoma Hardware and Implement Association.

Registration on the first day—Sunday—touched the 2,000 mark, counting factory representatives and distributors with displays in the big companion show that features hardware store items, farm equipment and furniture. Total registrations numbered 4,000.

Obviously, this show is the big attraction for Oklahoma dealers. In the three categories covered, it has grown to the point where Oklahoma City's downtown Municipal Auditorium will no longer accommodate exhibitors. It is probably the largest hardware-convention-connected merchandise show in the South.

Exhibits now fill two of the biggest buildings on the grounds of the Oklahoma State Fair and Exposition. In one of these, in a theater-type room adjoining a sector filled with farm equipment displays, the association conducted its one business session. By comparison with the throngs that inspected and bought merchandise, no more than 150 were present for the two-hour speaking program

and election of officers when the meeting was called to order by President J. Ray Baker, a farm equipment dealer of Mangum.

In the election President Baker was succeeded by Don Evans, hardware dealer of Ada. Herbert Vieth, farm equipment dealer of Kingfisher, moved up from second vice-president to president. Don A. Peters, hardware dealer of Oklahoma City, was promoted from director to the post of second vice-president.

One new director was chosen. He is Clyde Hickman, hardware dealer, of Ponca City, who fills the vacancy left by Peters. All other directors, who were re-elected, are:

Byron Dawson, farm equipment, Clinton; Walter Hinton, hardware and lumber, Altus; Carl Lacy, farm equipment, Miami; George Moncrief, seed dealer, McAlester; Paul W. Shean, hardware, Woodward; Joe Burnett, hardware and furniture, Henryetta; Hercel C. Dobyns, hardware, Stigler.

Principal speaker — and only speaker actively engaged in either hardware or farm equipment retailing—was Charles A. Washmon of Harlingen, Texas. He is president of the National Retail Farm Equipment Association and has served as president of the Texas Hardware and Implement Association.

Washmon's address sought to encourage farm equipment dealers to greater sales effort by proving to them the soundness of their market. For, contrary to prevalent opinion, the farmer's economic position is the best it has been in years, he indicated.

"Farm values reached an all-time high in March of 1957, up 7 percent over the previous year," he said. "An all-time high of \$176 billion in total agricultural assets was again set on January 1, 1957. Farmers have only about \$11 in debts for each \$100 of assets they own. Only about one farm of each three has a mortgage. And, despite cries about the plight of the family farm and its disappearance from the scene, we find that large-scale commercial farms are about only 4 percent of all farms—the same as 30 years ago. There are many outside our industry, I believe, who would welcome the opportunity to sell and serve a market as sound and basic as this."

He said facts showed farm income up 4 percent in '56 over '55, the first peacetime year of a farm income increase since '47. He cited another 4 percent increase in farm income for the first 10 months of '57 over '56 and prices for crops and livestock rose 1 percent as of June 15, 1957.

(Continued on page 95)

Tri-State Convention

PROBLEMS of the hardware and farm equipment business may be partially if not completely solved by strengthening the local association and working for better understanding among dealers, suppliers and factories, but raising prices is not one of the solutions.

This was the substance of advice from three of six speakers who appeared before the 49th annual convention of the Tri-State Hardware and Implement Association, meeting in Amarillo, Texas, February 9 to 11. The three speakers singled out are active in either the hardware or farm equipment business.

An expanded merchandise show, with exhibits completely filling all available space on the second floor of the headquarters hotel, the Herring, was credited with brisk and substantial sales. Exhibits were open for three half days, starting Sunday noon on February 9.

An innovation this year was a free buffet dinner on Sunday evening. It was sponsored by hardware wholesalers and farm equipment branch houses and tickets were issued to all who registered. A second meal without expense attached for all attending the convention was provided the second evening in the traditional indoor barbecue of the Amarillo Hardware Co., 54-year-old hardware wholesaler.

Third mass entertainment feature was the annual banquet and floor show with entertainment provided by the PHIT club — Panhandle Hardware and Implement Travelers.

Opening the convention, President Kenneth Cox of Lubbock said the policy of the association will be to expand and improve the merchandise show to the point where it will be unsurpassed in the territory.

He urged more vigorous work in the future by individual members, saying, "When you are called upon in 1958 to do a job for your association, do it with enthusiasm and determination as you would for your community or for your church."

J. H. Shiner, vice-president of marketing for Massey-Harris-Ferguson, said he was "burned up" when someone suggested that factory problems could be cured by increasing prices.

"We had better get back to fundamentals and elementals," he continued. "So many ideas come to me that are off the track. So many of us lose sight of the basic elements of survival."

"It all comes down to management. We need a closer analysis of the business. Go across the street and take a long look at your business. Ask yourself, 'is that what I want?' Apply the same technique to your books. I think you'll get a surprise. If you're going to be hurt in the future," he said, referring to recent figures of 12,686 business failures, "it will be due to a lack of cost control."

"It burns me up to hear someone say you can cure it all by raising prices. There will come a day
(Continued on page 62)



New officers and directors are, left to right, seated: E. C. Armstrong, past president and NRFEA director, Clovis, N. M.; Carl Maurer, advisory board, Friona, Texas; K. G. Vaughn, vice president, Tulia, Texas; Morton Gragg, president, Portales, N. M.; Kenneth Cox, retiring president and director, Lubbock, Texas; R. B. Allen, executive director, Canyon, Texas. Standing: Directors Lawrence Merchant of Carlsbad, N. M., Wallace Reid of Munday, Texas and J. R. Stanley of Big Spring, Texas; Fred Sherwood, past president and advisory board, Childress, Texas; Directors J. L. Hook of Texhoma, Okla., Fred D. Huning, Jr., of Los Lunas, N. M., and Howard Lane of Panhandle, Texas. Lane is newly-elected, all other directors were re-elected

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New officers of the Texas association, left to right, seated: Ray Souder, executive director; Rex Payne, retiring president and director; B. O. Goldthorn, president, Alice; C. W. Scheurer, first vice-president, Sherman; Dan H. Tudor, second vice-president, Temple. Standing: Directors Porter Henderson, San Angelo; J. L. Spencer, San Antonio; William V. Wheeler, Albany; Willis Champion, Raymondville; and L. J. Sharp, Sr., Dallas



Outlook Bright for '58 Texas Dealers Told

THE YEAR 1958 should be better than 1957 for hardware and farm equipment dealers, according to the beliefs of speakers who faced the 60th annual convention of the Texas Hardware and Implement Association meeting in Dallas, January 19 through 22.

One of these spoke off the record on labor relations with the subject, "Retailing's Biggest Headache." But others reported the general economy still on good foundation, agriculture in strong position and the individual's fate largely dependent upon himself.

Optimism

One speaker, representing the Dallas branch of the Federal Reserve Bank, saw good signs in prospects of heavy government spending and resurging residential building and declared himself "moderately optimistic."

Registrations were only 1,400, compared with 2,200 in Dallas in 1956, but unfavorable weather held attendance down.

Again the companion merchandising show proved a big attraction to dealers. This year it had grown to such proportions that hotel facilities were inadequate and the 105 exhibitors (listed in the trade show directory) were housed in

131 booths in the new Dallas Memorial Auditorium.

In appearing before the convention, all spokesmen for the Texas association sought to stimulate dealer interest in the Third Annual Hardware Management Institute, at the University of Houston, this year March 17 through 21. It is a course of training for hardware store owners and sales personnel, sponsored jointly by the retail association and the Texas Wholesale Hardware Association.

Two directly related groups held separate sessions during the convention. Officers, executive committeemen and members of the advisory board of Texas Hardware Boosters club met in executive session to transact mid-year business. And Texas wholesalers held their semi-annual, winter meeting, an executive session devoted to routine business and informal discussion.

Wholesalers sponsored another event that is now part of the convention, the hardware industry luncheon, at which the principal speaker was Dr. Charles E. Walker, vice-president and economic advisor, Federal Reserve Bank of Dallas.

With the subject, "The Current Business Scene," Walker devoted

himself considerably to reviewing 1957, saying the year set records in all the basic measures of economic activity, that it was a good year but, of the total 5 percent gain in economic activity, half was false as the result of inflation and high prices.

"The year ended on a note of weakness," he added, "as activity hit the peak in September and tapered off the last quarter. We are currently adjusting to the ultra high level of activity we have had since 1954.

"There appears to be both weakness and strength in the year 1958. Weakness because capital expenditures and foreign demand will decline. Strength because government spending will go up considerably and residential construction is showing strength and has since last summer."

He concluded that he is "moderately optimistic" about 1958.

Payne Speaks

President Rex Payne of Center opened the association convention speaking program with a down-to-earth discussion of "Human Relations in Business," saying that avoiding criticism is the best practice of human relations. Application of smooth, easy-going, day-at-a-time human relations, said the East Texas retailer, is the best way to get and keep customers.

In this respect, the most important words in groups of five, four, three and two are: "I am proud of you," "What is your opinion?" "If you please" and "Thank you." Least important

word is "I", he said.

Bruce Lourie, vice-president of Deere and Co., Moline, Ill., spoke of the farm and farm machinery outlook from the view of Texas dealers, pointing out that '57 "looked like the seventh year of drought" until excessive rains delayed planting, eventually cut the big cash crop—cotton—by 1 percent.

He said he expected all farm receipts to be lower in '58, but non-farm income to show a gain and the total to show a slight gain—in money with which to buy farm machinery and hardware.

"We can look forward to better

ment before the general discussion began.

Moderator for the hardware panel was Plasco G. Moore, Dallas, executive vice-president of the Retail Furniture Association of Texas. Panelists were: Carl Johnson, Austin, president, Walter Tips Co., and president, Texas Wholesale Hardware Association; Kerr Jones, Waxahachie, Jones Hardware Co.; Tom Scheurer, Sherman, Scheurer Brothers; Dmitri Vail, Dallas, representing consumers.

Purpose of the hardware panel was to specify the exact locations of profits and from that viewpoint,

ventory—unnecessarily ties up space and money.

"In hardware retailing today we can't live with a traditional, across-the-board, 50 percent markup—or 33 percent margin. We've all been guilty of taking a three-page wholesaler invoice of assorted merchandise—and pricing every item on it with a flat 50 per cent markup. Competition and retailing facts of life demand genuine pricing imagination—if we're to find profits."

Farm equipment dealers followed precisely the same procedure in their meeting except that they heard from the two top ranking officers of NRFEA.

Moderator, in this case, was Charles A. Washmon of Harlingen, past president of the Texas association and current national president. The other speaker was H. C. France (see box) of Tiffin, Ohio, vice-president of the national association. Other panel members were Carl A. Hill, Amarillo, Connally Implement Supply Co.; H. C. Clemons, Fort Worth, Clemons Tractor Co.; O. J. Work, Raymondville, Work Implement Co., and A. V. Morrison, Jr., Garland, farmer customer.

Washmon dispelled for his audience the idea that farmers are suffering. He said facts showed farm income up 4 percent in '56 over '55, the first peacetime year of a farm income increase since '47. He cited another 4 percent increase in farm income for the first 10 months of '57 over '56 and prices for crops and livestock rose 1 percent as of June 15, 1957.

"At the same time," he continued, "farmers' costs of production and living supplies fell one-third of 1 percent during the same month.

"Farm values reached an all-time high in March of 1957, up 7 percent over the previous year. An all-time high of \$176 billion in total agricultural assets was again set on January 1, 1957. Farmers have only about \$11 in debts for each \$100 of assets they own. Only about one farm of each three has a mortgage. And, despite cries about the plight of the family farm and its disappearance from the scene, we find that large-scale commercial farms are about only 4 percent of all farms—the same as 30 years ago. There are many outside our industry, I believe, who would welcome the opportunity to sell and serve a market as sound and basic as this."

(Continued on page 96)

What the Retailer Needs

IN HIS TALK to members of the Texas Hardware and Implement Association, H. C. France, vice-president of the NRFEA, listed these problems for the careful consideration of retail dealers:

"First, I think we need a better spirit of understanding and co-operation between dealers and their manufacturers and other suppliers.

"Next, we should promote better understanding on the part of farmers who buy the equipment we sell. In this connection, we should constantly sell the importance of the legitimate farm equipment dealer and his contribution to the welfare of the farmer and his community.

"Third, we must prove to our buyers that the selling prices of our products and services are fair—especially in comparison to the prices he pays for the other products and services he buys.

"Fourth, we must be vigilant about legislation which directly affects the operation of our businesses.

"Fifth, and finally, as the problems of our businesses multiply we must realize that there is an increased need for 'working together' to develop better management tools which we can individually and profitably use.

"Stating the problems was a simple matter. Finding the solutions is far from simple."

farm income in '58," he predicted, "and on Jan. 1 of this year farm assets were at an all-time high. But with per capita farm income generally increasing, will we get our share? In my opinion, the farm equipment industry never got a fair share of the farm dollar because of failure to sell aggressively and service adequately."

Separate Sessions

Hardware and farm equipment dealers went into separate sessions for the second half-day of deliberations. Each session heard one or more scheduled addresses and Melvin Kraemer of Marysville, Kan., vice-president of NRHA, spoke to hardware dealers. Thereafter, each panel member made a short, opening state-

in his address, Kraemer warned that buying for profit does not mean to spend much time looking for an extra 5 percent, or in over stocking to get an extra volume discount. He said:

"It means working closer with your suppliers—buying systematically so as to have the right goods in the right amounts.

"We are all burdened with poorly bought merchandise—lost in the inventory—counted once a year. This kind of inventory ties up working capital and occupies valuable space—both of which are expensive.

"We're also guilty of carrying too many of the same thing—same article—same price—same quality—different only in brand. This kind of duplication—like dead in-



Picture of a man making money!

Which man? The farmer buying fence? Or the dealer who has just made the sale?

Well, in this case, we mean you, the dealer . . . because you either had the brand your customer asked for, or you were alert enough to recommend a brand which he accepted without question.

But the farmer also stands to profit by the transaction. For the USS American Fence you have just sold him will pay him good dividends in trouble-free service year after year throughout its life.

**American Fence pays off for you
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Selling USS American Fence is a two-way proposition which benefits both the dealer and the

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So, if you want to make some quick and profitable fence sales, carry and feature the brand that's most in demand—USS American Fence.

Your regular TCI representative or your jobber salesman will be glad to give you complete information about American Fence, American Steel Posts, and American Barbed Wire. Or if you prefer to write direct to our Fairfield headquarters, your inquiry will receive our prompt attention.

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Feather Dusters. A colorful catalog showing the company's complete line of turkey and ostrich feather dusters is available. The dusters come in all sizes and styles. They are fully illustrated and complete information is given on each. The company's lines of brushes and other types of dusters are contained in the catalog also. Hoag Duster Co., Monticello, Iowa.

Write in No. B1 on card, Pg. 75

Fishing Guides. Five pamphlets, each covering a different fishing technique, are available to dealers for customer-merchandising and hand-out purposes. The booklets are on bait casting, fly, spinning, salt water, and "push-button" fishing. Besides a colorful job of illustrating and describing tackle for all these different types of fishing, authoritative information is given on recommended reel-rod-line assemblies and how and what tackle might best be used under certain angling circumstances. Experts, two of whom are World Champion Caster Ben Hardesty and "Gadabout" Gaddis, well known fly fishermen, have helped author the booklets. The Shakespeare Co., Kalamazoo, Mich.

Write in No. B2 on card, Pg. 75

Mowers and Tillers. Complete literature covering the following 1958 Midland lines is available: rotary mowers—2¼, 2½, 2¾ hp; rotary tiller—2¾ hp with end-drive; super rotary tiller mower—3.6 hp; 7 hp Midland Bull Pup (riding tractor mounting mower and tiller); Town and Country 4 hp riding rotary mower; and 4 and 7 hp tiller-tractors. The Midland Co., South Milwaukee, Wis.

Write in No. B3 on card, Pg. 75

Roofing, Plastic Pipe, Fasteners. Literature available includes the following: Bolt and Nut Price Finder, form ADV-791 — an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may

be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711 — catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712 — catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it-yourself lawn sprinkler system with Plastic Pipe. Republic Steel Corp., 3100 East 45th St., Cleveland 27, Ohio.

Write in No. B4 on card, Pg. 75

Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport 2, Conn.

Write in No. B5 on card, Pg. 75

Fishing Tackle. Pflueger's 1958 catalog includes all of the company's latest fishing tackle. Top items among the new merchandise are the "88" enclosed spinning reel and a complete new line of 39 glass fishing rods. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

Write in No. B6 on card, Pg. 75

Charcoal Cookers. A color brochure, approximately 4" x 8½", presents the Cook 'N' Kettle line—the various units and accessories. Illustrations and prices are given, with a number of action photographs emphasizing the joy of outdoor cooking. Full description of each item is

given. Cook 'N' Tools, Inc., 810 E. First Place, Tulsa, Okla.

Write in No. B7 on card, Pg. 75

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. B8 on card, Pg. 75

Water Systems. A Burks Water Systems catalog designed with separate sections for dealer helps in selling, specifying and job-planning is now available. Besides the inside story of pump features, each section gives general information about capacities, depths, etc., and shows typical installations. The Price List and Specification Book gives prices and includes performance tables, identification pictures, dimensions and complete accessory listings. All five of the separate sections fit into pockets inside the colorfully printed cover. The cover gives general jobfiguring and planning information. Cellophane laminated over the printing increases the durability of the cover and protects it from dirt and grease. Decatur Pump Co., Decatur, Ill.

Write in No. B9 on card, Pg. 75

Building Materials. Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum
(Continued on page 41)

Engineering and Styling are basic features of all
HODGMAN WADERS

SALIENT POINTS WHICH HELP YOU **SELL MORE**
 HODGMAN SPORTING SPECIALTIES

**NO. 304
 WADEWELL
 BOOT FOOT**

**WORLD'S MOST
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 WADER**



SEND FOR THIS
 FREE "EASY FIT"
 WADER SELECTOR.
 Makes fitting Hodgman
 waders easier than ever.
 Write for your
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NO. 300
 Brighton®
 Lightweight
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NO. 305
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 Chicago 6, Illinois

FRAMINGHAM,
 MASSACHUSETTS
 1355 Market Street
 San Francisco 3, California

CATALOGS & BULLETINS

(Continued from page 39)

Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. B10 on card. Pg. 75

Fishing Items. Sixty-eight pages covering thousands of items make up the 48th edition of the company's catalog. The 1958 catalog itemizes the entire H-I output for every kind of fishing, including tubular and solid glass, bamboo, and steel rods; fly, casting, spin, and saltwater reels; nylon, linen, and cotton lines; artificial baits, spoons, spinners, flies, and lures; floats, leaders, sinkers, hooks, nets, and landing bows; and the complete line of accessories. Featured is a trio of matched rod, reel, and line for spin-casting. Horrocks-Ibbotson Co., Utica, N. Y.

Write in No. B11 on card. Pg. 75

Marine Wear. Nauti-Togs, a line of marine casual wear by Tapatco, are described and illustrated in a four-page folder offered by the company. There are 32 products for men and women boating enthusiasts in nautical colors of red, white, blue, and navy. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Write in No. B12 on card. Pg. 75

Fishing Tackle. A complete printed and photographic description of American Tackle products, including 161 rods, 62 reels, all types of fishing line, tackle box, extensive list of Al Foss lures and artificial baits, as well as True Temper belt axes and ice chisels, is contained in the company's 1958 catalog. Merchandising and distribution policies are printed inside the front cover. American Tackle and Equipment Co., A and Somerset Sts., Philadelphia 34, Pa.

Write in No. B13 on card. Pg. 75

Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

Write in No. B14 on card. Pg. 75

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Write in No. B15 on card. Pg. 75

Rotary and Reel Mowers. A 3-color enclosure which folds to 3 $\frac{3}{4}$ x 7 inches covers the full line of Mow-Master rotary and reel type power mowers. This is available from distributors as Form P-40. Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis.

Write in No. B16 on card. Pg. 75

Non-Mortise Hinges. A six-page folder that describes and illustrates one residential builder's use of 1,500 non-mortise hinges is offered in reasonable quantities. Identified as Installation Report No. 44, the literature reviews interior and exterior door hanging procedure and practice in a suburban Pittsburgh residential development. The folder is 3 $\frac{1}{2}$ x 6 $\frac{1}{2}$ inches. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Write in No. B17 on card. Pg. 75

Fishing Equipment. All-new lines, designed to fit special angling situations, are featured in the company's colorful catalog. Among the items described are the Steelheader and Salmon Taper fly lines, color-metered Platyl monofilament, and the braided dacron Snag King. The Line Saver is one of the many fishing aids and packaging innovations to be highlighted; the device allows attachment of leaders and other terminal tackle without "knot loss." Plastic vest pocket dispensers for closed-fice-reel spinning lines, and the plastic lure box for flies, bass bugs, spoons, plugs, and lures, are all fully illustrated and described. B. F. Gladding & Co., Inc., South Otselic, N. Y.

Write in No. B18 on card. Pg. 75

Hardware Assortments. Illustrated catalog-price list circulars, featuring the newest "Select-A-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the free "Select-A-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8 $\frac{1}{2}$ x 11 inches in size and printed in two colors. They may be used with "Select-A-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Write in No. B19 on card. Pg. 75

Fishing Reels. A colorful, illustrated 36-page catalog containing descriptions of Penn's 84 models of reels, each designed for a particular fishing need, is available to dealers upon request. Catalog No. 21 includes

the new "Sea Hawk" No. 77 and #349 Master Mariner. It is filled with articles on various phases of fishing, tips on reel care and descriptions of reel construction and assembly. The catalog lists Penn's prize catches, and also includes several pages on Penn's reel parts and accessories. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Write in No. B20 on card. Pg. 75

Garden Hose. A 21-page, full-color catalog — showing 15 garden hose styles, the lawn-soaker, and two lawn sprinkler styles — is available from the manufacturer. Swan Rubber Co., Bucyrus, Ohio.

Write in No. B21 on card. Pg. 75

Power Mower. A folder is available illustrating the company's complete line of self-propelled power mowers. Swisher Mower & Machine Co., Warrensburg, Mo.

Write in No. B22 on card. Pg. 75

Camping Furniture. An illustrated, fully descriptive catalog of the company's complete line of folding cots, camp stools, and other canvas-covered furniture items is available on request. Tucker Duck & Rubber Co., Fort Smith, Ark.

Write in No. B23 on card. Pg. 75

Repair Handles. A chart which determines instantly the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements for garden, lawn and farm tools, shovels, spades and scoops, post hole diggers and snow tools. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B24 on card. Pg. 75

Fishing Bucktail. The eight sizes of fishing bucktails made by the company, together with full description of their uses in fresh or saltwater spinning, trolling, and casting are included in an available catalog. Bill Upperman, Atlantic City, N. J.

Write in No. B25 on card. Pg. 75

Gun Data. A handbook with full information on the development of shotgun chokes, how to use Poly-Chokes, picking the right gun, etc., is offered without charge to dealers. It also contains price list showing dealer net price and retail price on all types of gun repairs. Walco Sporting Goods Co., P. O. Box 1818, Atlanta, Georgia.

Write in No. B26 on card. Pg. 75

(More on page 42)

Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described on the page also. Both kits contain five screwdrivers. Upson Bros., Inc., Rochester 14, N. Y.

Write in No. B27 on card, Pg. 75

Water Pumps. Available to dealers is a consolidated 40-page catalog showing the complete Rapidayton line, including 2- and 3-wire submersible pumps (for wells 0 to 500 feet); shallow and deep well jet pumps; and shallow and deep well reciprocating pumps. Also manual

and automatic water softeners and upright and submersible cellar drainers. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B28 on card, Pg. 75

Outdoor Products. Copies of the Tapatco Outdoors folder, along with complete price information, are available to dealers. The folder illustrates and describes 16 sleeping bag styles offered for 1958, air mattresses, tents, and toboggan cushions. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Write in No. B29 on card, Pg. 75

Garden Hose. Catalog sheets give full information on Biltrite vinyl and

rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

Write in No. B30 on card, Pg. 75

Fishing Tackle. Advances in the re-styling of the company's complete line of spinning type fishing tackle are illustrated in the 1958 catalog, now available. Color is said to be the keynote in the 1958 line, and full descriptions of items are included. The catalog has a four-color cover and the inside back cover is devoted to sales aids offered to dealers. The Airex Corp., 411 Fourth Ave., New York City, N. Y.

Write in No. B31 on card, Pg. 75

Pump Selector Chart. A handy pump selector chart designed to aid plumbers, well drillers, contractors, farmers, and other users of fluid-handling equipment in choosing the right unit for the particular job at hand, is contained in a pump data folder now available. The folder gives heads, capacities, hp ratings, and other helpful information on a variety of pumps. Barnes Manufacturing Co., Mansfield, Ohio.

Write in No. B32 on card, Pg. 75

Paint Sprayers. The complete, speedy paint sprayer line of the company is illustrated and described in an available catalog. W. R. Brown Corp., 2699 N. Normandy Ave., Chicago 35, Ill.

Write in No. B33 on card, Pg. 75

Water Systems and Sprinklers. A brochure giving information on the company's complete line of sprinklers and a brochure featuring the Series SJ3 water systems, the shallow-well Jet Hornet, are available. The folders are in color, are well illustrated, and present detailed specifications. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

Write in No. B34 on card, Pg. 75

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B35 on card, Pg. 75

Sporting Goods. The 1958 D & M Spring and Summer catalog containing 32 pages of sports equipment is available. Highlighted is a newly-styled line of gloves and mitts autographed by leading baseball players. The Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Write in No. B36 on card, Pg. 75

Foot Valves. Bulletin 203, a complete outline of the company's foot

MEET THE **twinedomes** TWINS

space-saving merchandisers
FREE with every shipment

VERSATILE RACK

Comes with half-gross pack. Hangs on pegboard, or can be used as free-standing counter or shelf display. Holds 12 Twinedomes. Will make sales and profits for you automatically the year 'round.



COLORFUL DISPLAY CARTONS

Just open and you have a compact counter or shelf merchandiser for impulse sales. Twenty-four display boxes, each packed with six Twinedomes, come in the full gross shipping carton.

twinedomes DISPENSER-CONTAINERS . . Full balls of quality twine in handy disposable containers designed for placing or hanging wherever twine is used. There are Twinedomes Twines for every home and garden need . . . all top sellers.

Order from your jobber or write for catalog sheet and prices.



THE LINEN THREAD CO., INC.

418 GRAND STREET • PATERSON 12, N. J.

Makers of Quality Twine Since 1784

New York • Chicago • San Francisco • Boston
St. Louis • Baltimore • Gloucester



More and more
chain sales
are

**"GOING
TO
THE
DOGS"**

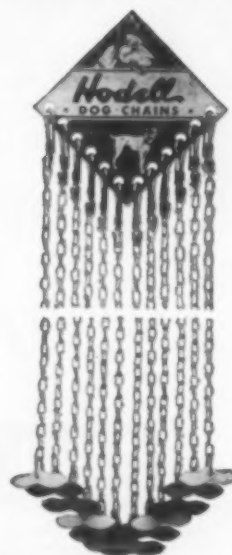
DISPLAY **HODELL DOG CHAINS** FOR YOUR SHARE

In every community . . . on the farm, in the suburb or in the city . . . the dog population is increasing. It's a ready market for Hodell Dog Chains . . . but you've got to display them so your customers will buy them.

Hodell Halter and Dog Chains come completely assembled, with steel swivel snap, ring and toggle. Packed 6 or 12 to a carton, according to size. You can also order Hodell kennel and exerciser chains, dog couplers, chain choke collars.

For complete information on the complete line of Hodell welded and weldless chains, ask your distributor or write for the Hodell Catalog.

Get fast sales action with these new assortments of Hodell Dog Chains with bright red, green and yellow plastic handles. Then . . . display them for fast sales on this attractive Hodell Dog Chain hanger. Each display comes complete with 12 chains and 2-color metal hanger. Assortments with metal handles also available.



HODELL CHAIN COMPANY, Cleveland 3, Ohio
Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

Write in No. B37 on card, Pg. 75

Hose and Sprinklers. Colorful catalog sheets covering the 1958 line of reinforced and non-reinforced garden hose are available. The catalog sheet describing the Flexible Sprinkler gives a complete description of the new reel on which the sprinkler is packed. Identification: Catalog #7-1657 and #7-1557. Supplex Co., Division of Amerace Corp., 225 North Ave., Garwood, N. J.

Write in No. B38 on card, Pg. 75

Power Mower. The complete line of power mowers—from lightweight to heavy duty models with self-propulsion and fingertip control and with full description of each model—is included in a catalog available from the manufacturer. Price lists accompany the catalog. Southland Mower Co., Selma, Ala.

Write in No. B39 on card, Pg. 75

Hand Tools. Described as a guide, ready reference and sales builder, the Vaco Catalog contains 40 multi-colored pages, is 8½ x 11 inches, Kalamazoo punched for convenient binding into any holder, and has an 8-color

cover of heavy coated stock to withstand continuous usage. Illustrations and diagrams supplement the practical information given on screwdrivers, nut drivers, pliers, wood chisels, etc. An entire 6-page section is devoted to the Vari-board merchandising displays. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Write in No. B40 on card, Pg. 75

Plastic Pipe. Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of Amerace Corp., 93 Worth St., New York 13, N. Y.

Write in No. B41 on card, Pg. 75

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. B42 on card, Pg. 75

Pliers. A catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. The catalog is in color and illustrates the different tools. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

Write in No. B43 on card, Pg. 75

Garden Tools. A colorful, 12-page catalog is offered which completely illustrates and describes the company's rakes, shears, saws, and pruners. Disston Division, H. K. Porter Co., Inc., Philadelphia 35, Pa.

Write in No. B44 on card, Pg. 75

Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's new 60-page illustrated catalog. Lures are classified according to types for easy reference, and information on patterns, weights, and packing is given for individual lures as well as for assortments. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

Write in No. B45 on card, Pg. 75

Lawn Mowers. Catalog sheets which picture the entire Lazy Boy lawn mower line and the new Lazy Boy power sulky in full color, with complete descriptions of best-selling features, are offered. They are available in 8½ x 11-inch size or 11 x 11-inch for wide binders, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St.,



PICTURE OF A MAN CREATING STORE TRAFFIC

Up goes the banner—and up with it go store traffic, sales and profits. This dealer's Clarke floor machine rental department brings in dozens of new customers twice, to rent and return equipment. Being a good retailer, he'll sell them something both times—and move a host of merchandise. Add the profit from these sales to his rental income and you see how easily he nets a handsome gain from his Clarke rental department.

You can, too, just as easily. A Clarke rental department will make your store traffic jump. To these extra people, you can rent Clarke's complete line of floor care machines and sell a profitable amount of related items. Besides, Clarke gives you all the selling aids you need to merchandise your department and build your profits. Write for details.

Clarke

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offers your customers all these advantages



Unconditionally guaranteed
DOUBLE TAPER FORGED blade



SHOCK BAND takes the shock
of heavy work without handle
breakage



Perfect down-center balance



Double forged forward turned steps



Full length (one piece) handle
capped at end for protection



Hard, smooth DOUBLE TAPER
FORGED, free-scouring blade finish



Lightweight—average under 4
pounds—long handle, round point



O. AMES CO.

PARKERSBURG, WEST VIRGINIA
WORLD'S LARGEST SHOVEL MANUFACTURER

FOR BIG MULTIPLE SALES, SELL A SET

• NEW TOOLS &
COMBINATION KITS BY
SARGENT ...
FAMOUS FOR QUALITY
HARDWARE SINCE 1864



"NEW" SMART SET

No. 22-S \$5.85

Parrot-Head Pruner & Self-Adjusting
Grass Shears (A Perfect Pair)
Here's a new combo
that can't fail to
find favor with your
gardening customers.



"NEW" LAWN EDGER

\$3.95

Guide wheel and foot pedal mean
effortless turfing and neat
trimming even in the
toughest grasses ...
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\$1.95

Perfectly balanced, the blade
really does the work of cutting with
its sharp serrated edges.



THE SALES
RECORD BREAKER

"BIG 3"

HOME GARDENER'S KIT

No. 21-S \$10.80

- EXCLUSIVE ANTI-SHOCK HEDGE AND SHRUB SHEARS No. 91 — 22"
- UNIQUE PARROT-HEAD PRUNER No. 15 — 8"
- SELF-ADJUSTING GRASS SHEARS No. 17

SARGENT & COMPANY
HAND TOOL DIVISION, NEW HAVEN 9, CONN.

Kansas City, Mo.

Write in No. B46 on card, Pg. 75

Pumps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Write in No. B47 on card, Pg. 75

Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

Write in No. B48 on card, Pg. 75

Fishing and Marine Accessories. The complete 1958 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Write in No. B49 on card, Pg. 75

Power Pumps. The company's line of power pumps is described in complete detail in a catalog available to dealers. The various pumps, as well as the line of pump and well accessories, are illustrated fully, and information as to correct pump equipment, water requirements, etc., is included. Special catalogs covering "Submerga" pumps, "CJ", "SJ", and "CJM" jet pumps, hand and windmill pumps and water conditioning equipment may be obtained also. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

Write in No. B50 on card, Pg. 75

Casters. A catalog, listing over 40 caster models, and containing practical application suggestions and selection data, is available. It lists specific uses for casters in 30 separate and distinct industries. Different types of caster installations are described and illustrated. Gleason Corp., 250 N. 12th St., Milwaukee 3, Wis.

Write in No. B51 on card, Pg. 75

Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Write in No. B52 on card, Pg. 75

Door Closers. A colorful catalog sheet on the DorBos horizontal hydraulic door closers is available in any quantity upon request. The Hubert A. Guyer Co., 9 Brookside Dr., Richardson Park, Wilmington, Del.

Write in No. B53 on card, Pg. 75

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales bro-

MORE CHAIN POWER



Now...get up to one extra horsepower for your money!



MORE CHAIN POWER IN 5-HP CLASS. New Golden "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Engine weight 22 lbs. Retail price from \$285.00* complete.



MORE CHAIN POWER IN 3-HP CLASS. New Silver "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Engine weight 21 lbs. Retail price from \$229.00* complete.

Remington
Mall

MALL TOOL COMPANY
Division of Remington Arms Company, Inc., Bridgeport, Conn.
In Canada: MALL TOOL, LTD., 36 Queen Elizabeth Blvd., Toronto, Ontario



SEND FOR FREE CATALOG
...describes your best brand for your needs.



ORIGINAL ROLLER-BEARING NOSE, revolution of precision ground and Roller Bearings. This means less friction, more power and longer wear for Remington chain saws.

Each Remington chain saw has the revolutionary Roller-Bearing nose that cuts wasteful friction... delivers up to 20% more usable chain power. That means up to one extra horsepower in the 5-HP Golden "Logmaster" and faster, easier cutting for you!

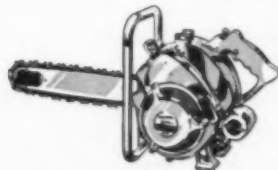
But a bonus of power is just one advantage. Remington chain saws are dependable, built for the most demanding service... with non-clogging air filter, positive rewind starter with nylon coil, thumb-button oiler, sturdy cast-aluminum housing and numerous other features.

Get acquainted with these powerful, direct-drive saws that offer fast, efficient cutting in any position... ask your dealer to demonstrate Remington chain saws. They're your best dollar value in saws today!

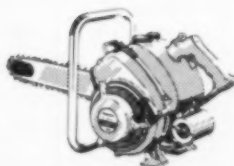
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Progressive Farmer
National Future Farmer
The Timberman
Southern Lumberman
American Forests
Journal of Forestry
(and others)

Here's more advertising power to help you sell!



MORE CHAIN POWER IN 5-HP CLASS. New Golden "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Engine weight 22 lbs. Retail price from \$285.00* complete.



MORE CHAIN POWER IN 3-HP CLASS. New Silver "Logmaster" has Roller-Bearing nose, direct drive, 18", 24" and 30" bar sizes. Engine weight 21 lbs. Retail price from \$229.00* complete.

Now another hard-hitting advertisement featuring the *extra chain power* of Remington saws. Your customers will read about the original Roller-Bearing nose that cuts friction... delivers up to 20% more usable horsepower—an unbeatable sales story for you! Product quality, advertising support and complete local service... Remington chain saws have all three. Mail the coupon for complete information and names of wholesalers near you!

SEND FOR FREE CATALOG designed to be given to prospects. Includes specifications and recommended retail prices on the complete Remington line of chain saws.

Remington
Mall

MALL TOOL COMPANY

Division of Remington Arms Company, Inc., Bridgeport, Conn.

In Canada: MALL TOOL, LTD., 36 Queen Elizabeth Blvd., Toronto, Ontario

*Specifications and recommended retail prices subject to change without notice. Canadian prices slightly higher.

MALL TOOL COMPANY SH-3
Division of Remington Arms Company, Inc.
Bridgeport 2, Connecticut

☐ Please send names of my nearest chain-saw wholesalers.

☐ Please send copies of FREE chain-saw catalog with prices.

Name _____

Store Name _____

Address _____

City _____ Zone _____ State _____



save big

assemble your own gondola in **ONE HOUR** with **REEVE ShureSell** basic unit...



\$45.00
F.O.B.
Pico Rivera,
Calif.

- All-steel construction for heavy loads
- Includes base frame and double standards
- Shelf brackets adjustable at 1-inch intervals
- 50 sq. ft. of sales space in 18 sq. ft. of floor space
- 34" wide x 72" long x 48" high
- Low initial cost...pays for itself many times over in fast, self-service sales of high-profit items

Self-service Gondolas sell *more* merchandise...occupy far less floor space. Do your own assembly in just one hour...requires no special tools or skills. Unit comes complete with easy-to-follow instructions—all you supply is shelving.

Complete ShureSell Gondola

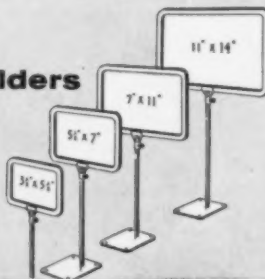
Includes 7 sturdy perforated board shelves with hardwood ends and polished aluminum price strips. Shelves automatically lock on brackets...can be instantly removed.



\$122.50
(5 or more, \$114.00 ea.)
F.O.B. Pico Rivera, Calif.
Glass Bins Available

Price it...describe it...sell it...with REEVE ShureSell card holders

Reeve card holders are available in 7 different styles for window, counter and display card use. Attractive bright chrome finish...a size for every need. Full details in new Reeve catalog.



FREE! STORE EQUIPMENT CATALOG

Every type of display item needed in the modern store—from pricing systems to complete display units—fully described and illustrated. Packed with invaluable information on display assembly and modern store engineering. Send for it today.



REEVE COMPANY MANUFACTURERS and DISTRIBUTORS

MAIN OFFICE and PLANT: 9249 East Bermudez St., Pico Rivera, Calif., Oxford 2-3725

REEVE products also available in: San Diego, Oakland, San Francisco, Portland, Seattle, Phoenix, San Antonio, Minneapolis

chure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Write in No. B54 on card, Pg. 75

Excello Mowers. Catalog pages featuring the 1958 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

Write in No. B55 on card, Pg. 75

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a four-page catalog showing the company's entire golf club line. All woods, irons, putters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

Write in No. B56 on card, Pg. 75

Sprayer and Duster Line. A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Write in No. B57 on card, Pg. 75

Five-Point Plan Builds Power Tool Volume

(Continued from page 26)

strations, although some sales actually have been made at the exhibits. Out-of-town prospects from points as far away as Jackson, Tennessee; Cotton Plant, Arkansas; and Holly Springs, Mississippi, have visited the Memphis store and bought after seeing the show exhibits.

The store also advertises its line with direct mail literature. It has an attractive, permanent floor display of every model it stocks, as well as the full line of accessories. It also uses an occasional window display.

Barron advises dealers against



These 4 Fast-Selling Glues Cover 95% of your Market

Step up your turnover with the new
Weldwood Counter Model Adhesive Center

- cuts inventory, saves valuable shelf space.
- \$25.06 profit on a \$39.88 investment (retail value—\$64.94).
- over 38% profit every turnover.
- color-keyed selector chart and clearly marked prices help your customers select the right glue.
- backed by national advertising to consumers and woodworking, construction, and boatbuilding trades.

**THIS SELF-MERCHANDISER FREE
WITH YOUR INITIAL ORDER**



Weldwood® FOR ADHESIVES, WOOD
FINISHES, PLYWOOD, HARDBOARD



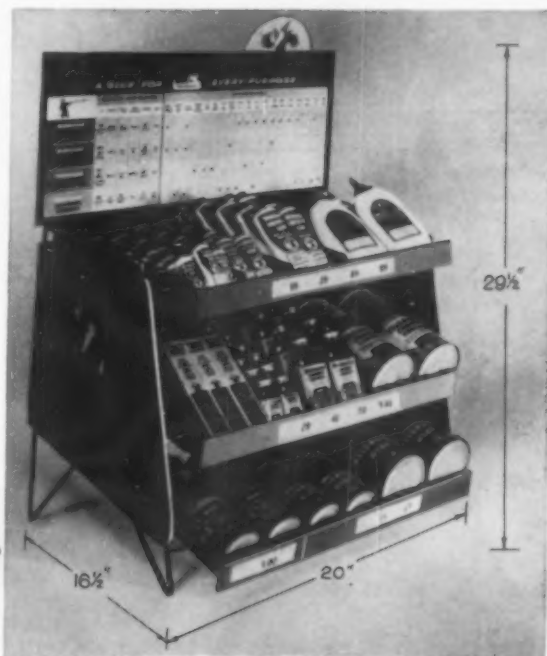
Satinlac® — permanent, non-yellowing sealer and finish brings out the natural beauty of all woods.



Firzite® — resin-sealer, undercoater, and base for colors-in-oil. Prevents wild grain and face checking.



Flexible Wood-Trim® — a variety of real wood veneers in handy rolls, for covering exposed wood edges.



United States Plywood Corporation
Dept. SH 3-58, 55 West 44th St., N. Y. 36, N. Y.
Please rush me my Weldwood Adhesive Center
(counter model) complete with adhesive assortment,
at special price of \$39.88. (Retail value—\$64.94.)

Store Name.....
My Name.....
Street Address..... City..... State.....
Jobber's Name.....
City..... Zone..... State.....

The Sign that Sells...

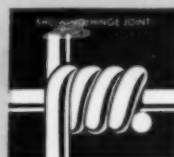
REPUBLIC

Known brand acceptance means faster turnover—more profits for you. Republic Steel Fence has been made in the South and sold to Southern farmers for years. They ask for Republic because they know that there's no question of quality. It's engineered to do its job. Republic maintains quality control from the mining of Alabama ore to shipment to your store.

Check the features that will make Republic the leader in your fence sales.



Expertly designed tension curve in every line wire permits Republic Fence to expand and contract with no danger of snapping from severe temperature changes. When erecting, the tension curve permits the proper amount of stretching to insure straight, tight fences.

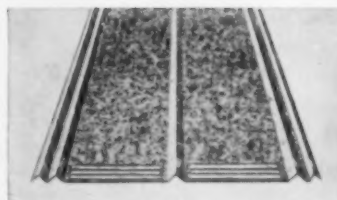


Firm wraps at every hinge joint enable Republic Fence to take brutal beating from livestock, falling trees, or other objects—and still come back straight and strong.



Republic Southern Fence is made in Southern Mills from a special analysis open hearth steel. Before weaving, each wire is dipped in a bath of molten zinc, giving it a heavy coating to meet the ravages of farm service, abuse, and time.

OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



BLUE RIDGE Galvanized Steel Roofing matches with any other V-crimp or standard channel type roofing.



Precision Wound® Automatic Baler Wire for high speed balers.



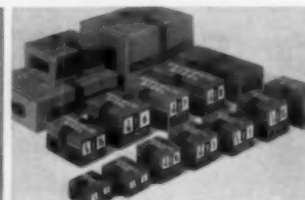
Flexible plastic pipe for wells, stock waterers, cooling, and irrigation.



Galvanized barbed wire in all popular styles.



Wire nails for every need.



All types and sizes of high-quality nuts and bolts.

FENCE



All wires in Republic Fence are tough and strong, yet flexible enough for easy splicing or wrapping at end or line posts.



REPUBLIC STEEL



*Made in the South
for the South*

GENERAL OFFICES—CLEVELAND 1, OHIO
SOUTHERN PLANT—GADSDEN, ALABAMA

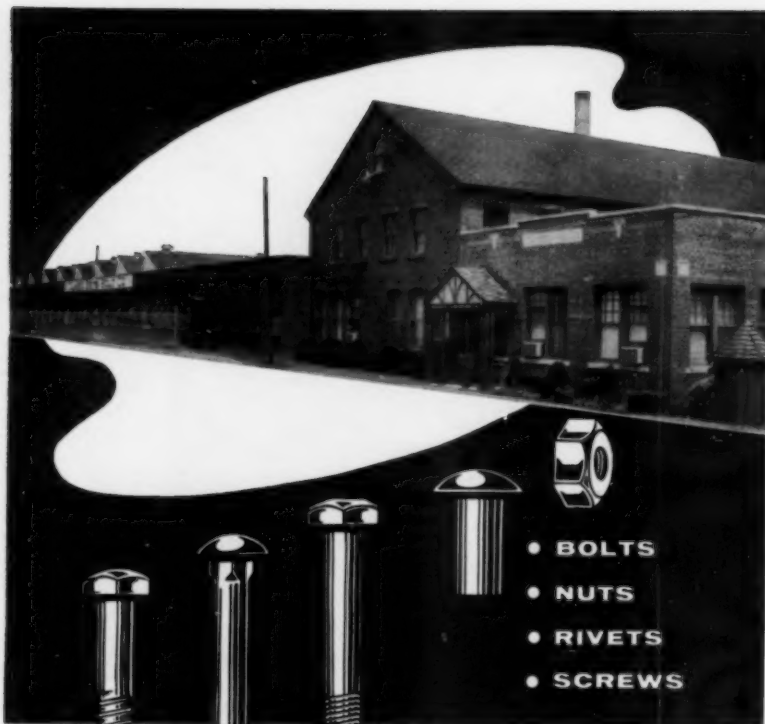
REPUBLIC STEEL CORPORATION
DEPT. SH-5285
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me Sales Promotion helps on Republic Farm Products.

Name _____

Address _____

City _____ State _____



CLARK

the RIGHT
size supplier

Large enough to fill all your requirements on any quantity of bolts, nuts, screws and rivets.

Small enough so your needs aren't "lost in the shuffle".

At CLARK, every order is an important order... receives the personal attention and prompt handling it deserves.

Write today for complete catalog on quality fasteners by CLARK—the right size supplier.

and



don't forget...

CLARK fasteners are treated with an exclusive rust-resistant protective coating that also protects your reputation.

CLARK

BROS. BOLT CO.

Since  1854

MILDALE, CONN.

pressuring the power tool owner into buying accessories. He reasons like this: "I never try to sell a customer what he can't use in accessories. He will buy the accessories in his own good time as he tackles various woodworking jobs that require the special accessories."

Pierce & Barry Hardware Co. keeps three or four basic tools in stock and sells off the floor. It keeps floor demonstrators a year, then discounts and sells them.

Besides the basic tool, the store stocks 11-inch bandsaws, 18-inch jigsaws, paint sprayers, four-inch jointers, and six-inch belt sanders. It also carries hand power tools—brands accepted by carpenters.

What about terms?

A number of the more expensive tools are sold for cash, but generally they are bought on a finance plan. The most expensive tool can be bought for 10 percent down and the balance up to two years. That means it's actually as low as \$30 down and \$3 a week.

Power tool sales have a direct effect on other departments, also, especially on such items as glue, varnishes and hand tools.

Listen to that hum!

Plumbing Supplies ... \$15,000 Annually

(Continued from page 27)

the customer can identify what he needs."

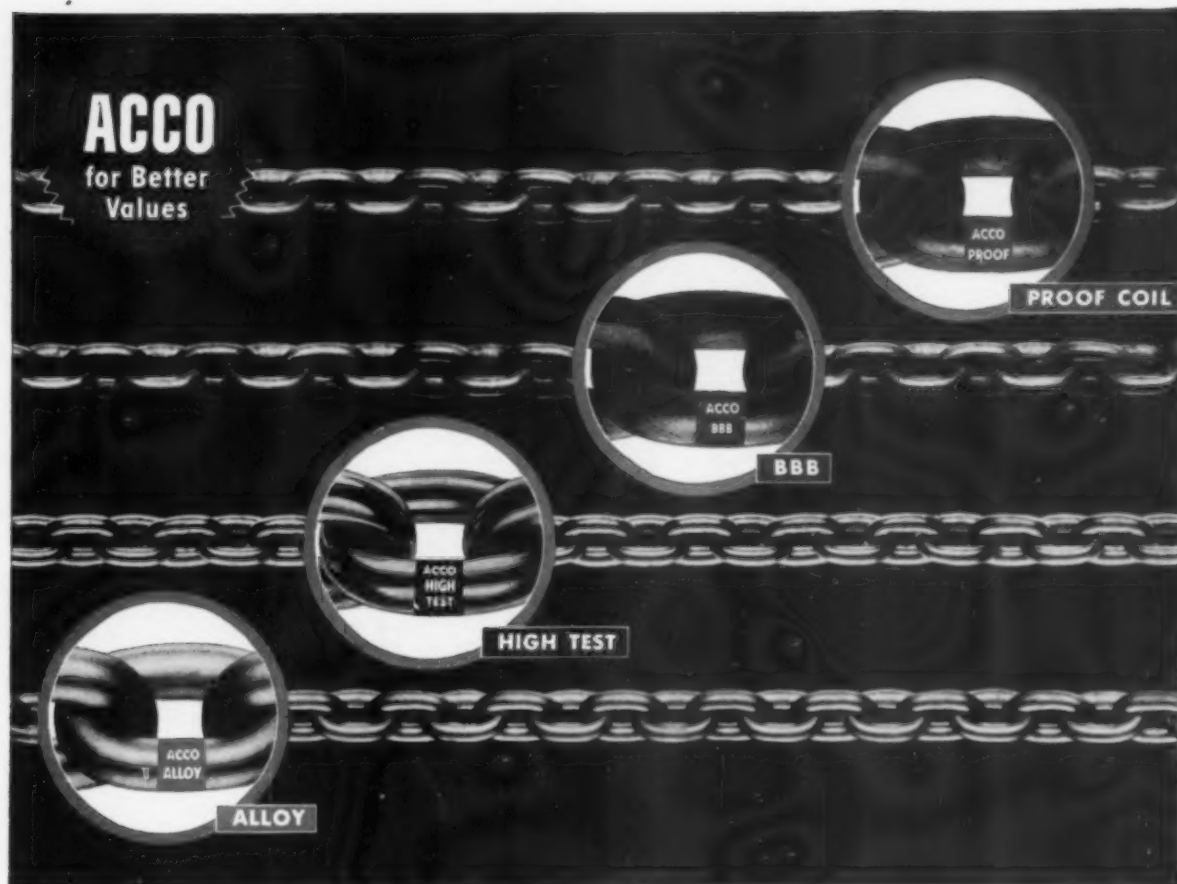
A counter peg board display includes among other fittings tail-pieces, extension tubes, basket strainers, sink plugs, lavatory plugs, sink traps, and tubular traps. The store carries both galvanized and copper fittings which are contained in open bins on a table located near the display. Other open bins of galvanized fittings at the rear of the store have identifying labels of name and size so that a customer may serve himself.

One particularly effective window display was a large sink surrounded by the plumbing fittings that went into it. The various fittings each had identifying labels. The window is changed every month.

A knowledge of plumbing repairs is highly important, Gritz believes. Reading factory instructions, talking to the "jackleg trade" as well as to qualified plumbers, consulting the plumbing manual, or calling a wholesaler to learn how an item is installed are helpful

ACCO

for Better
Values



How COLOR-marked American Chain brightens your profit picture!

American Chain is **color-marked** for instant brand identification!

American Chain is **color-marked** for easy measurement!

American Chain is **color-marked** for protection against error!

That is the big new idea in chain selling that saves you time, insures accuracy in selling, pleases your customers and increases sales of American Chain.

For now American Chain is marked, at intervals of approximately five feet, with a distinctive, self-identifying color band of stick-tight tape. These bands of tape each bear the brand name **ACCO**, also the grade of the chain (Proof Coil, BBB, High Test, Alloy).

Tapes are in standard industry colors as follows:

GREEN for ACCO Proof Coil

RED for ACCO BBB

BLUE for ACCO High Test

ORANGE for ACCO Alloy

Containers are marked with the same colors

Quick Identification • You and your customers can see instantly what grade the chain is, and that it is American Chain—the very best in chain quality and value. This eliminates the possibility of confusion and error. It makes both selling and buying easier, faster, more satisfactory all around.

Easy Measurement • It is a simple matter to measure off any desired length of chain, *in seconds*, thanks to these bright, durable color markers which appear approximately every five feet of the chain.

Full Protection • These color markers assure your customer that he is getting the right length and the right grade of genuine ACCO-made chain he wants. Even a color-blind person can identify the chain from the easily-read color markings.

Order these color-marked, easily-identified American Chains from our authorized American Chain Distributor. He is prepared to give you the very finest, promptest chain service.

Write us at York, Pa., for booklet, "Finger Tip Facts about Chain"

American Chain Division
AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Factories: *York and *Braddock, Pa.

Sales Offices: *Atlanta, Boston, *Chicago, *Denver, Detroit,
*Houston, *Los Angeles, New York, Philadelphia, Pittsburgh,
*Indicates Warehouse Stocks *Portland, Ore., *San Francisco



means whereby the dealer can become better informed.

"The home-owner who is an amateur at making plumbing repairs may try a simple job first, like changing a sink trap that is in bad shape. If the dealer has on hand the particular item that the home-owner has been looking for, and if he can give the home-owner specific instructions in how to make the replacement satisfactorily, it will mean bigger future sales. Moreover, it will mean not only the sink trap he is replacing, but more ambitious jobs which he decides to tackle. This means more pipe and fittings. One repair usually leads to another," Gritz explained. "The important thing is having the item when the customer wants it and instructing him properly in how to use it."

A tool rental service is a must in building plumbing supplies volume, according to Gritz. Since a plumbing replacement may be necessary only once in many years, the home-owner has no desire to purchase a plumbing tool. It is best to rent these items, free of charge with a purchase. Among its long list of plumbing tools, Division Avenue Hardware includes

a basin wrench, radiator spud wrench, regular spud wrench, street keys, and locknut wrench. A customer signs a slip upon receiving the tool, promising to keep it only one day. Returns are made usually the same day. If a rental runs over three days, contact is made with the customer asking him to return the tool. No losses have ever been reported.

It is very important for a dealer to know where to get an item. That is, he must know his wholesalers and their lines thoroughly if he wishes to establish a reputation for complete stock and service, according to Gritz. For distributors carry sizes made to fit certain sinks, and if the dealer knows where to locate hard-to-find items, it will not only save a sale but make a permanent customer. "Furthermore, the customer will get the word around fast about how accommodating you were to travel 20 miles across town to get an item he needed on a Saturday afternoon, and for a mere \$2 sale," Gritz added.

Division Hardware also does pipe cutting and threading by hand, a service requiring a tool investment of approximately \$100.

Though Division Hardware advertises other departments by newspaper and circulars, it has not given special promotion of any kind to plumbing supplies.

"This department has been steadily gaining on its own, and is still climbing. Having the plumbing fitting that the home-owner wants when he wants it will bring the dealer all the advertising he needs. Many hardware stores fail to carry the hard-to-find parts in stock, and that is where they miss quite a number of sales," Gritz believes.

Merchandising Hardware for Do-It-Yourself Trade

(Continued from page 29)

aisles, soft lighting, and a neat, inviting arrangement of merchandise. Customers are encouraged to browse around and serve themselves; but well-informed, well-trained clerks are close by to help, if necessary. To make things all the more pleasant, wall speakers carry music to all parts of the store.

Scrivener operates a lumber yard in connection with his hardware

NEW! Hi Style SPRING HINGES in ...

BLACK and BRASS

By **BOMMER**
Pioneers of the
Spring Hinge Industry



Louver door Spring Hinges in satin black and gleaming brass to match the contemporary style in modern hardware. Just the thing for dens, playrooms, home bars and between dining room and kitchen.

See your wholesaler or write to

(Also available in
ever-ready double-
acting hinges)



SALES OFFICES & WAREHOUSES • BROOKLYN: 263 CLASSON AVE.
CHICAGO: 180 N. WACKER DRIVE

the name's
the same
but ...

CAULK

now in the bright new
FOIL CARTRIDGE

Take the nation's modern caulking compound, add the most famous name in the field, put it in a bright new eye-catching package ... and you have a sure seller in your store. CALBAR applies faster, won't harden or stain. Full line of colors and containers.

Ask your jobber about CALBAR guns, too

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Martha St., Phila. 25, Pa.

Over 38 years as the Nation's leading Caulk line



"Gambles merchandising help makes it easy to attract customers"

*Says Stuart Scott,
West Branch, Mich.*

A MILLION DOLLAR STAFF of merchandising talent goes to work for *you* when you associate with Gambles. With their specialized knowledge of products, markets, buying habits, these men enable Gambles dealers to offer top quality merchandise with established buying appeal . . . and at competitive prices.

Gambles emphasis on merchandising help for dealers also extends to efficient warehousing; "supermarket" ordering (with pre-paid delivery right to your store); dynamic advertising;

effective store planning . . . even proven accounting services!

Does this program work? Reports from all areas tell of booming sales with more dollars left for *net* profit.



TAKE THE FIRST STEP now toward a bright future as a Gambles dealer. Send for this free booklet, "Planned Success," outlining the most successful dealer-assistance plan in the entire retailing industry. No obligation, of course. *Just write Dept. 58, Gamble-Skogmo, Inc., 15 North 8th Street, Minneapolis 3, Minn.*

Gambles

DEALERS MAKE MORE MONEY

store. He feels that this combination is a natural for catering to do-it-yourselfers. Just as most hardware stores don't carry lumber, most lumber dealers don't carry hardware; yet both are necessary to the man who wants to build something.

"We were lucky to be able to offer both, but if I were in the hardware business only, I'd still do it this way," he asserted.

The new store's grand opening was promoted in newspaper ads and by direct mail. As a special drawing card, two remote control power mowers were given away. Although the store had actually been open and doing a profitable business for the preceding two months, the official opening gave business an extra push which hasn't let up even yet.

"We advertise quite a bit in the newspapers, but we concentrate on direct mail for most of our promotion," noted Scrivener. "We have an extensive list of customers and prospects set up on addressograph plates, and the machine can turn out a mighty quick mailing. Each clerk in the store, moreover, is allowed to send out a special mailing once a month to customers he

claims as his own."

Manufacturers, quick to take advantage of new trends, are promoting the do-it-yourself cause by creating kits which enable homeowner or hobbyist to build a variety of things. For instance, one aluminum company has put out a window-screen kit, with aluminum stripping, screen wire, screws, and nuts — all necessary materials. These kits vary as to amount of skill required, but they often make confirmed do-it-yourselfers out of people who use them . . . and confirmed Scrivener's customers, as well.

As Scrivener observed, the trend is here to stay. And he's built his do-it-yourself headquarters idea into a profitable year-'round business.

Dealer Shares Ideas on Shopping Center Location

(Continued from page 31)

to merchandise aggressively with reasonably competitive prices, a good credit program, varied inventory, promotion, etc. In other words, a satisfactory lease can free

him to build a key store in the shopping center."

Akman advises visiting a representative number of hardware stores in other shopping centers over the country as he did, talking to dealers, learning the potential and problems — and he cautions against any hasty action.

Implementing self-service with as much pre-packaging as possible by dealer and manufacturer is advocated by Akman. It releases sales personnel to lend their efforts to selling big ticket items such as outboard motors, power tools, water heaters, gas, and electrical appliances. A dealer will gain higher sales per customer and have a higher dollar volume when the salesmen can use their time for more real selling, Akman stressed. Pre-packaging furthers self-service, thus holding down the number of salesmen required.

Frank's Hardware installed self-service fixtures of the grocery store type. Of peg board and metal, they are easy to assemble and have adjustable shelves.

"No dealer can have a fixed location for departments. Layout is determined by changing needs of the public and seasonal needs as

The Wrench That's Been Proven in Industry . . . Priced for the Hardware Trade

DIAMALLOY wrenches

DIAMOND

There is nothing finer than a **DIAMOND**

15 IN. FORGED DIAMALLOY STEEL MADE IN U.S.A.

Since 1908

Are you selling the wrenches recognized in industry for dependable reserve strength and long wearing qualities? Jaw faces square and true, and smooth-moving jaw, remain characteristics of DIAMALLOY WRENCHES, even after long, hard service. Write for catalog of fine industrial tools, giving your distributor's name, to

DIAMOND TOOL and Horseshoe Co.

DULUTH · MINNESOTA Established 1908 TORONTO · CANADA

NOW...we add another great name to the Hayes OK'd tag...

GEIGY AGRICULTURAL CHEMICALS

Originators of DDT Insecticides • Division of Geigy Chemical Corporation

APPROVES HAYES SPRAY GUNS

Dear Mr. Hayes:

I have been using your sprayer at my home a great deal. I have several fruit trees that I have sprayed; also my shrubbery. I think the Hayes Sprayer No. 12 is the slickest thing I have ever used. It is so simple to operate that my son, who is only 12 years old, can handle it with ease. I would like to add here that all of our male office staff have been using your sprayer and think it is excellent. These people include Dr. George Ferguson, our Division President; Dr. C. C. Alexander, Head of our Research Department; Mr. Nick DeManczuk, Head of our Advertising Department; myself, and many others. Just recently I directed a memorandum to all of our field personnel to purchase a Hayes Sprayer if they did not already have one for their demonstration work and in this respect I am sure your sprayer will be shown in operation to thousands of people this season, including growers, dairymen, pest control operators, county agents, etc. We can't say enough good things about your Hayes Sprayer back here at Geigy Chemical Company.

You may use the above remarks for a testimonial in your sales promotion program if you wish. Thank you again.

Yours very truly,

GEIGY AGRICULTURAL CHEMICALS

Saul LeVasseur

Saul C. LeVasseur
Sales Manager



These leading companies have proved by actual tests that the Hayes mixes, proportions and applies spray materials more efficiently than any other type of garden sprayer on the market.

Acme Quality Paints, Inc.
American Chemical Paint Co.
Benide Chemical Co.
Boyle-Midway, Inc.
California Spray Chemical Corp.
Carbide and Carbon Chemicals Co.
W. A. Cleary Corp.
Cooke Laboratory Products
Diamond Black Leaf Co.
Durham Chemical Corp.
Geigy Chemical Corp.
McLaughlin Gormley King Co.
Miller Products Co.
Monsanto Chemical Co.
Northrup, King & Co.
Pacific Guano Co.
B. O. Pratt Co.
Swift & Co., Plant Food Division
Thompson Chemicals Corp.
Thompson-Hayward Chemical Co.
Valtical Chemical Corp.
World Spray Co., Inc.



Since 1934



HAYES SPRAY GUN COMPANY, World's Largest Manufacturer of Garden Hose Sprayers • 98 N. San Gabriel Blvd., Pasadena 8, Calif.



Zinc Chromate Plated Refills for LAMSON Bolt Trays



In Small, Convenient Quantities to REFILL LAMSON BOLT TRAYS



Thousands of hardware dealers are today selling their bolts, nuts and screws in the clean, handy and convenient way—by displaying them in custom-made LAMSON BOLT TRAYS and DISPLAY STANDS.

This is "self-service" at its best—giving low selling cost and maximum profit.

But the ultimate in convenience is the ease with which dealers can reorder stock packaged as few as 10 pieces to the carton.

Write for packaged quantities and prices, or call your Lamson distributor and he'll send you what you need.

**ASSORTMENTS
and SIZE RANGES
for Lamson Bolt
Tray Replacement
Fasteners**

Carriage Bolts
1/4" x 1" to 3/4" x 4"

Small Machine Bolts
1/4" x 1" to 3/4" x 4"

Stove Bolts—Rd. or Flat Hd.

3/4" x 3/4" to 1/4" x 2 1/2"

Large Machine Bolts
3/4" x 1" to 1 1/2" x 8"

Cap Screws
3/4" x 3/4" to 1 1/2" x 2"

Hex Nuts
3/4" to 1 1/2" tap



well as available space. Each dealer must work out his own problem of layout with regard to the area he serves," Akman explained, pointing out that repeated department changes were included in the layout plans.

He stressed the need in the hardware field for a good credit program.

"Credit stabilizes a business. It brings customers back. And it increases the sale of big ticket items," Akman said. His store has available 30-day, installment, and revolving budget accounts (\$5 a month for a \$30 purchase, \$10 a month on \$60, \$15 a month on \$90, etc.). A full-time bookkeeper is in charge of the credit department.

"Buying is a phase requiring much attention. Buying and retailing competitively should be handled with turnover given major consideration. Here the wholesaler is very important because through him turnover of merchandise can be controlled, with the wholesaler serving as a warehouse. We find it better to buy merchandise in smaller quantities as often as is comfortable, that is, a 30-day supply.

"In buying, many dealers worry about that extra five percent. Dealers should be concerned primarily with moving quantities of merchandise in a short time. Turnover is the key to profit.

"To retail competitively and with success, he must know his market, his competition, what his customers want and what they are willing to pay for merchandise."

In an area not covered by metropolitan newspaper space, Frank's Hardware uses direct mail circulars of its own original material and in conjunction with other stores in the shopping center — distributing 10,000 to 18,000 in a mailing once or twice a month.

For example, one monthly circular put out by Frank's Hardware advertised a big ticket item on page one with other pages devoted to smaller priced items. A big ticket item with a few sales will bring the volume, Akman pointed out, that could not be aggregated with many small priced items.

"Time should be given to developing a good advertising program. We believe in allocating enough money, possibly a minimum of two percent of gross, to designing the kind of advertising program that increases traffic, keeps the store name before the public, and educates the public to the store's policy of giving it good

PLUMB HAMMER SPECIALS

**FOR SPRING AND SUMMER
SALES AND PROFITS**



PLUMB
\$4.25 VALUE
SEASON SPECIAL
Now! \$3⁷⁵
Suggested Consumer Price

1 the **F16-S** with
NON-BREAKABLE FIBER-GLASS HANDLE



PLUMB
\$2.60 VALUE
SEASON SPECIAL
Now! \$2¹⁹
Suggested Consumer Price

2 the **Homethrift 145-S** with
SELECT HICKORY HANDLE

*Ideal
"Hardware Week" Specials
with
Full Margins of Profit
for You*

**Standard Quality PLUMB TOOLS at REDUCED PRICES in
New Attractive Color Combinations to Spark Sales**

These Plumb Nail Hammers have been specially selected, finished and priced to offer outstanding values to the vast market of craftsmen and home owners.

You can offer these nationally advertised Plumb tools at special prices to compete with chain stores and other mass merchandisers and still get your full margin of profit.

1 the **F16-S NAIL HAMMER**

16 oz. Polished Head—Non-Breakable Green Fiber-Glass Handle with grey neoprene covered grip.

		REGULAR	SPECIAL		
NUMBER	PACKED	RETAIL VALUE	SALE PRICE	YOUR COST	YOUR PROFIT
F16-S	4 to box	\$4.25	\$3.75	\$2.50	\$1.25

2 the **Homethrift 145-S NAIL HAMMER**

16 oz. Lustre Black Head—Grey and Green Select Hickory Handle

		REGULAR	SPECIAL		
NUMBER	PACKED	RETAIL VALUE	SALE PRICE	YOUR COST	YOUR PROFIT
145-S	6 to box	\$2.60	\$2.19	\$1.46	\$.73

PLUMB

Cash in on these Season Specials—Order Today!
LIMITED OFFER SUBJECT TO WITHDRAWAL WITHOUT NOTICE

FAYETTE R. PLUMB, INC. • Philadelphia 37, Pa.

Mr. Dealer:

GET IN THE WINNERS' CIRCLE



4 NEW
'58 FORDS
(RANCHEROS)

with

YARDLEY

There's an entry blank in
every coil of Yardley pipe

Fill out... mail in...
nothing else to do!



DU PONT'S
PLASTIC PIPE
CONTESTS

See opposite page for
complete list of prizes
and contest details

MAIL COUPON TODAY FOR
THE NAME OF YOUR YARDLEY
PIPE DISTRIBUTOR

YARDLEY

Yardley Plastics Co.
142 Parsons Ave., Columbus 15, Ohio

Send me further information on the Plastic Pipe Contests and the name of my
Yardley pipe distributor.

Name _____

Company _____

Address _____

City _____

State _____

values for its dollar. Advertising should be consistent and continuous.

"Our promotion program at present is aimed at building traffic. We may be running over the accepted two percent but consider a strong advertising program essential to a new store during its first year in an area still in the growing stage. If a dealer is to pull traffic and build customers, he has to put money into advertising.

"Membership in a strong dealers' association can be an important factor in helping build a stronger store. Cooperative promotion involving parades, fashion shows, entertainments, seasonal events, and a wide-awake shopping center newspaper can be of tremendous advantage in helping a store grow."

Akman also advised, "Plan the advertising budget to cover a 12 months' period to insure effective results at the year's end as well as at its beginning."

Browsing Multiplies Toy Volume

(Continued from page 32)

"We encourage browsing," Gollihar stressed, "and don't bother a customer who is shopping the toy displays, but wait until our help is requested."

As a consequence of open toy displays within reach of customers, seven out of 10 toy sales are made without the aid of salesmen. Customers simply browse until they find what they want, take it to the check-out counter, and either pay for it or arrange to have it laid aside until payment is made.

Tags in the toy department stress the convenience of buying toys for a small down-payment and a little each week. Toys thus sold go to lay-away on the mezzanine floor. This method of payment largely eliminates the demand for credit on toy purchases, Gollihar pointed out.

"We push this buying method strongly," he said, "because it appeals particularly to youngsters who buy their own toys and to mothers who maintain a household budget."

Center Hardware is a member of an association of merchants operating in the Portairs Shopping Center. As such, it advertises at least once a week on a page devoted to

PLASTIC PIPE CONTESTS

WIN THESE VALUABLE PRIZES



"It's easy!
Just
NAME
ME!"



"NAME ME . . . and you may win a 1958 Ford Ranchero pickup truck! Or any of the exciting prizes shown below!"

FOUR 1958 FORD RANCHEROS
100 ADDITIONAL HIGH-QUALITY PRIZES

WHO'S ELIGIBLE:

Anyone in the United States who buys pipe of ALATHON® 25 polyethylene resin from jobbers or distributors and sells to users. This includes retailers, plumbers, well drillers, etc.

HERE'S ALL YOU DO:

1. Detach official entry blank on your current shipment of pipe made of ALATHON 25 manufactured by Anesite Company, Crescent Plastics, Inc., Franklin Plastics, Inc., Plastic Pipe & Tube Div., Plastic Process Company, Republic Steel Corporation and Yardley Plastics Company. (If you are not stocking pipe of Du Pont ALATHON 25, ask your jobber or contact any of the manufacturers mentioned to learn how to get in on these exciting contests!)
2. Choose a name for the pipe character.
3. Fill out and mail the self-addressed entry card. Entries must be postmarked by midnight of closing date of each contest. (Starting and closing dates of each contest are listed under prizes.)

HOW THE CONTEST WORKS:

Enter as often as you wish. Submit one name only on each official entry card.

All entries must be submitted in your own name, but that doesn't mean you can't get some help in thinking of the names. Why not make this a family game? Ask the wife and kids to join you in suggesting names. You'll be surprised at how many names you can think of in only a few minutes. You don't have to limit the name to one word, either; use two or even three.

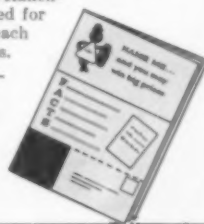
Prizes will be awarded for the best names received from each region shown below on map. Judging will be by an independent organization, on the basis of originality and aptness of thought. If more than one person submits the winning name, duplicate prizes will be awarded. Decision of the judges will be final. No entries will be returned. All entries and ideas therein become the

property of E. I. du Pont de Nemours & Co. (Inc.), to be used as it sees fit.

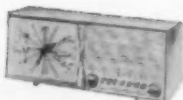
WINNERS WILL be notified by mail as soon as possible after each contest closes. A list of winners will be sent to any contestant requesting same and enclosing a stamped, self-addressed envelope.

Each region will have five winners in each of the five contests. (Prizes and closing dates shown below.) After the fifth contest, all winning entries (25 from each region) will be judged for grand prizes, and a Ford Ranchero will be awarded for the best entry in each of the four regions.

Contests are subject to federal, state and local regulations.



Here are prizes and contest dates:



20 WESTINGHOUSE
CLOCK-RADIOS

Contest No. 1 starts March 1,
ends midnight, March 31



20 WARING
BLENDERS

Contest No. 2 starts April 1,
ends midnight, April 30



20 KODAK MOTION
PICTURE CAMERAS

Contest No. 3 starts April 21,
ends midnight, May 11



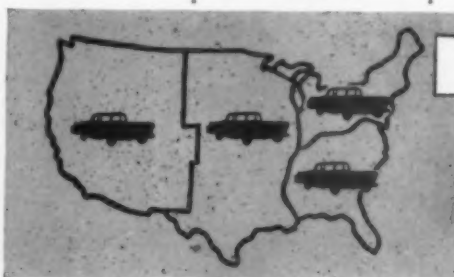
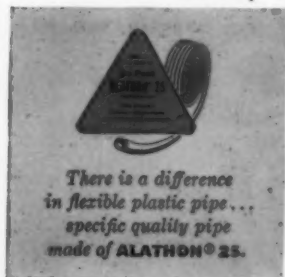
20 LEEDS NESTED
LUGGAGE SETS

Contest No. 4 starts May 12,
ends midnight, June 15



20 ZENITH
TRANSISTOR
POCKET RADIOS

Contest No. 5 starts June 16,
ends midnight, July 31



**ONE FORD RANCHERO WILL BE AWARDED
IN EACH REGION SHOWN ON MAP**



Better Things for Better Living . . . through Chemistry

Bait Your Line with



FISHING EQUIPMENT and reel in more profits!

Old Pal Fishing Equipment, long the favorite of fishermen, is now more popular than ever.

Old Pal's new, two-color design adds new sales appeal that's sure to attract more customers . . . sure to mean greater profits for you.

Old Pal equipment is engineered for convenient use and years of service.

Old Pal's new items create new interest. You'll capture an even greater share of the fishing equipment market with the all-new and exciting items now added to the Old Pal line.

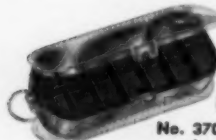


New! Wade-R-Floater

No. 14G4. Designed to give fishermen a wider range of uses than heretofore possible. Floating (plastic ring). Galvanized; one-piece; round, 66" adjustable shoulder strap. 4-qt. capacity.

New! Elevator Bucket

No. 20G10EL. Special elevator device permits lifting minnows or any hard-to-handle live bait to top of bucket without getting hands wet. One-piece; removable lid, 10-qt. capacity. Also floating model (No. 24G10EL).



New! Plastic Spin Kit

No. 370. Exclusive design permits fast, easy selection of lures. Two clear plastic hinged lids open from either side. Piano type hinges prevent breakage. Colored plastic body has 16 compartments. Firmly anchored belt loop. 9 1/4" x 4" x 2".

New! Motor Guard Chains

Swivel snaps and oversize rings at both ends permit easy fastening. Vinyl coated to prevent marring, or cadmium plated to resist rust.



New! Fish Stringers

Center swivel permits rotary action. Strong, cadmium plated chain resists rust. 9 or 12 spring steel safety hooks.

For profitable business, sell the complete line of OLD PAL Metal and Air Feeder Minnow Buckets, Bait Boxes, Worm Cans, Minnow Trap, Plastic Lure Boxes.

Write for free, illustrated catalog.

OLD PAL, INC., Subsidiary of
Animal Trap Company of America
Lititz, Pa. • Pascagoula, Miss. • Niagara Falls, Canada

these merchants. An occasional toy feature in this space invariably boosts toy sales, Gollihar said, regardless of the time of the year it may appear.

"Obviously," he stressed, "we govern the amount of money spent on the toy department by the season. Although it pays to advertise toys modestly, even in summer, it is possible to go overboard and spend all the potential profit through advertising. Advertising not only sells toys throughout the year, it helps to establish our store in the minds of customers as the logical place to buy Christmas toys. Off - season merchandising has boosted our Christmas toy business materially."

Tri-State Convention

(Continued from page 34)

when we can't raise prices any more and the public will say, 'Whoa!' I say here what I say in my own plant, it's time to watch operating costs because they are getting out of line."

On salesmanship, Shiner said: "What we need is automation in selling, but how do you get it?"

There should be more responsibility to the retailer on behalf of the manufacturer, he added, saying, "manufacturers should become more interested in helps for the retailer, and I mean genuine help."

H. C. (Chuck) France, farm equipment dealer of Tiffin, Ohio and first vice-president of NRFEA, pleaded with his audience to work together for the benefit of the "dealers who are not here."

"Making better dealers and competitors of those who aren't here is the major problem we face today. As I see it, our other problems are merely parts of this major one."

The other parts of the problem he enumerated as:

"First, I think we need a better spirit of understanding and cooperation between dealers and their manufacturers and other suppliers."

"Next, we should promote better understanding on the part of farmers who buy the equipment we sell. In this connection, we should constantly sell the importance of the legitimate farm equipment dealer and his contribution to the welfare of the farmer and his community."

"Third, we must prove to our buyers that the selling prices of our products and services are fair—especially in comparison to the prices he pays for the other products and services he buys."

"Fourth, we must be vigilant about legislation which directly affects the operation of our businesses."

"Fifth, and finally, as the problems of our businesses multiply we must realize that there is an increased need for 'working together' to develop better management tools which we can individually and profitably use."

"Stating the problems was a simple matter. Finding the solutions is far from simple."

Other speakers were Dwayne W. Laws, director of industry activities for NRHA; Tony Whan, sales consultant from Los Angeles and Dr. Harry P. Stagg, executive secretary of the Baptist Convention of New Mexico, Albuquerque.

On Sunday morning, before the convention exhibits opened, members of the PHIT club gathered for their annual breakfast meeting and election of officers, with these results:

President, W. M. Gray, Minneapolis-Moline, Amarillo; vice-president, Gordon Shankle, Amarillo Hardware, Childress, Texas; secretary-treasurer, Mel Phipps, Morrow-Thomas Hardware, Amarillo.

Two directors re-elected are Ralph Chaney, Morrow-Thomas Hardware, Plainview, Texas and Roy Jeoffroy, Jeoffroy Manufacturing Co., Amarillo. New directors are Roy Dwyer, John Deere Plow Co., Plainview; Thomas M. Cash, Service and Supply Co., Vega, Texas; S. B. De Bawn, International Harvester and John Holloway, Stowe Hardware and Supply, both of Amarillo.

CONVENTION DATES

Florida Retail Hardware Association—Georgia Retail Hardware Association—Joint convention and exhibit at Roosevelt Hotel, Jacksonville, Fla., March 16-18, 1958. W. W. Howell, Executive Manager, P. O. Drawer 1000, Waycross, Ga.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, New Orleans, La., April 13-17. Headquarters, Roosevelt Hotel, T. W. McAllister, P. O. Box 216, Windermere, Fla., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 75

Watering Accessories

A new counter rack designed to display Green Spot carded merchandise has been added to the assortment of dealer helps offered by the Scovill Manufacturing Co., Waterbury, Conn., makers of Green Spot lawn sprinklers and watering accessories.



The rack is 16½ x 11½ inches and stands 22½ inches high. It comes with a basic assortment of 15 items—two different sprinklers, fan sprays, nozzles, washers, and a variety of hose repair items. For more information—

Write in No. W1 on card, Pg. 75

Reel and Rod Offer

Fishing tackle dealers may obtain a brand new Ocean City #377 "Flip-line" closed-face spinning reel for their personal use by taking advantage of a sales aid offered by American Tackle and Equipment Co., A and Somerset Sts., Philadelphia 34, Pa.

At a special price of \$5.50, the company will provide the dealer with a #377 reel spooled with 125 yds. of six lb. test monofilament line, a ¼



oz. white practice casting plug with swivel attached (total retail value \$15.30), plus a specially-designed American Tackle "Flippie" rod (retail value \$3.50) absolutely free of charge. For more information—

Write in No. W2 on card, Pg. 75

Chain Saw Kit

Borg-Warner's Atkins Saw Division, Indianapolis 9, Ind., is offering saw chain dealers the "Profit Pak" merchandising kit. The material comes in an attractive pocket folder, and contents include newspaper ad mats, radio and TV spot announcements, publicity releases, sales letters, and point-of-sale wall banners and decals.

In addition, the "Profit Pak" con-



tains a new 20-page saw service manual and trouble-shooting guide. The colorful, fully illustrated manual describes proper saw chain maintenance, gives complete sharpening instructions, and tells how to correct troubles encountered most often in chain saw operation. The booklet will be a valuable guide in the dealer's shop work and is suggested as a good will gift to customers. For more information—

Write in No. W3 on card, Pg. 75

Waste Basket Tree

A Waste Basket Tree display unit is introduced by Columbus Plastic Products, Inc., 1625 West Mound St., Columbus 23, Ohio. The compact steel unit is designed to display eight popular styles of Lustr Ware polyethylene waste baskets—sizes, shapes, and colors for bedroom, bath, and kitchen—in less than 3 x 3 feet of floor space.



The display unit (BT-8) is supplied free with the following assortment of 46 Lustr Ware waste baskets — a \$99.82 retail value—all labeled and prepriced for self-service sales; 12 round 9 qt. decorated baskets, retail

\$1.29; 6 modern oval footed baskets, retail \$1.49; 6 round 15 qt. baskets, retail \$1.98; 4 round 24 qt. baskets, retail \$2.98; 4 round 34 qt. baskets, retail \$3.95; 6 oval 11 qt. footed baskets, retail \$1.98; 4 oblong 18 qt. footed basketweave baskets, retail \$2.49; and 4 rectangular 30 qt. footed baskets, retail \$3.49.

Merchandise, display unit, and big, colorful Lusto-Ware sign are packed for easy handling, sets up in a jiffy.

Other styles and sizes of waste baskets are also available, along with a complete line of over 200 Lusto-Ware plastic housewares. For more information—

Write in No. W4 on card, Pg. 75

Spinning Reel Pack

A colorful counter display pack designed to promote sales is offered to retailers by Bronson Reel Co., Bronson, Mich. The display is available at no extra cost—in fact, the complete sales pack comes at a 10 percent discount from the regular price of the reels alone.



Spinning Reel Display Kit (No. 28)

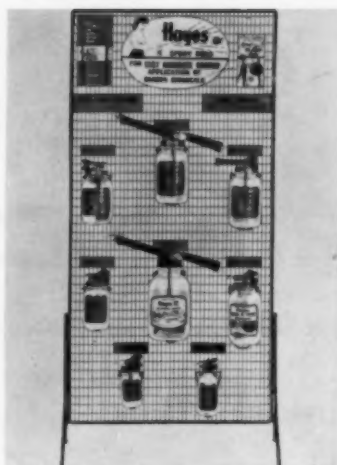
Bronson display pack (number 28) features three spinning reels: the Spin-King model number 700; the Bronson Mate model number 900; and the newest addition to the family, Bronson Pilot number 925 which has a retail price of \$12.95. The complete pack has a retail value of \$49.85 and is available to dealers at the special price of \$26.92. For more information—

Write in No. W5 on card, Pg. 75

Spray Gun Rack

A new point-of-sale merchandising unit is being offered to dealers by the Hayes Spray Gun Co., 98 No. San Gabriel, Pasadena, Calif. The "Silent Salesman" metal display rack is designed to facilitate the display of Hayes guns, providing ample space for an organized showing of the products, along with sales literature and informative tags covering the specific uses and features of each individual sprayer.

The size of the display rack is 24" x 36" with capacity for eight sprayers. The frame is of heavy wrought



iron with welded wire screen and black "Parkerized" finish (will not corrode). Special clips welded on screen hold sprayers in place.

The displays are shipped to dealers complete and ready to set up by sliding the frame into the slotted legs and snapping the guns into the clips. The display is available on a self-liquidating basis. For more information—

Write in No. W6 on card, Pg. 75

Newspaper Ad Support

A plan providing free newspaper ad support is offered dealers by Seymour Smith & Son, Inc., Oakville, Conn., in connection with its line of garden tools.

The program is being operated through Smith distributors and will provide for local newspaper advertising in major trading areas throughout the country. Names and addresses of dealers who qualify will be carried in the ads and Seymour Smith will pay the full amount of the space, including the dealer listings.

To qualify, the dealer is to purchase, through a Smith distributor, a minimum quantity of the three items featured in the ad. This will entitle



him to a listing in each of two local newspaper ads to appear during the peak of the spring consumer buying period. For more information—

Write in No. W7 on card, Pg. 75

Lock Merchandiser

A display stand for Dexter locks is made available to dealers by Dexter Lock Division, Dexter Industries, Inc., Grand Rapids, Mich. The three legs of the stand are of solid steel to provide durability and steadiness, and they have non-marking rubber tips.



The sign, painted in goldenrod and black, is three-sided giving full visibility from any position in the store. A compartment in this portion of the display provides room for storing Dexter literature. Large - capacity shelves hold as many as 15 Dexter lock displays. The 1/2" thick shelves have a washable gray and white speckled finish.

The stand is a permanent store fixture and occupies 5 1/2 square feet of floor space. The bottom shelf is 18 inches from the floor. For more information—

Write in No. W8 on card, Pg. 75

PRINTED HELPS

and other sales aids for 1958

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. For more information—

Write in No. W9 on card, Pg. 75

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the com-



Here's the best **PEPPER-UPPER** of hose profits

SUPPLEX®

**LIGHT, DURABLE
NON-REINFORCED HOSE**



RETAIL \$2.24 and up—Leaders in moderate-priced field, also give you generous profit margins. Fully guaranteed.

Supplex *looks* like the quality it is! That's the way we make it. Handsome profit margins, of course! National advertising and in-store promotional displays keep it moving fast.

And you can help sales hum with your own local Supplex advertising, paid for by the free Ad-Dollars in Supplex cartons. *Buy* Supplex and *sell* quality.

NYLON TIRE-CORD REINFORCED HOSE



RETAIL \$3.98 and up—Won't burst even if left for days in hot sun under full water pressure. Guaranteed 10 years.



Note tough, knitted ply of nylon tire cord embedded in this all-vinyl hose. An outstanding sales feature your customers can see.

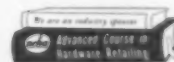
TRIPLE TUBE SPRINKLER



RETAIL \$3.98 and up—Superior, triple tube construction. Outsell all other sprinklers. Packed on amazing new reel... makes all other flexible sprinklers obsolete!

SUPPLEX COMPANY
Garwood, N. J.

Division of Amerace Corp.



pany's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. W10 on card, Pg. 75

Rubbermaid, Inc., Wooster, Ohio, is sponsoring a giveaway type promotion which enables retailers to give customers the combined gift of a Deluxe Plate Scraper and a Deluxe Bottle & Jar Scraper—a regular 68c value—with the purchase of either of two popular size Rubbermaid Drainer Trays. The promotion is being backed up by a complete promotional kit for each one-dozen order. Each kit includes 12 sets of the scrapers, bagged and banded for retail display; a four-color wall or window banner for store announcement of the offer; proofs of free advertising mats; an easel display card to be used with the Trays; samples of a free consumer statement stuffer on the offer; and a letter of instructions as to how to get maximum sales. For more information—

Write in No. W11 on card, Pg. 75

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who

set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. Available to dealers free in limited quantities is the 1958 Garcia Fishing Tackle Annual which sells to customers for 25¢. The Annual consists of 84 pages illustrated in full color and is filled with articles, tips, and stories written by top writers. For more information—

Write in No. W12 on card, Pg. 75

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column news-

paper mats illustrating any one of the garden equipment line. For more information—

Write in No. W13 on card, Pg. 75

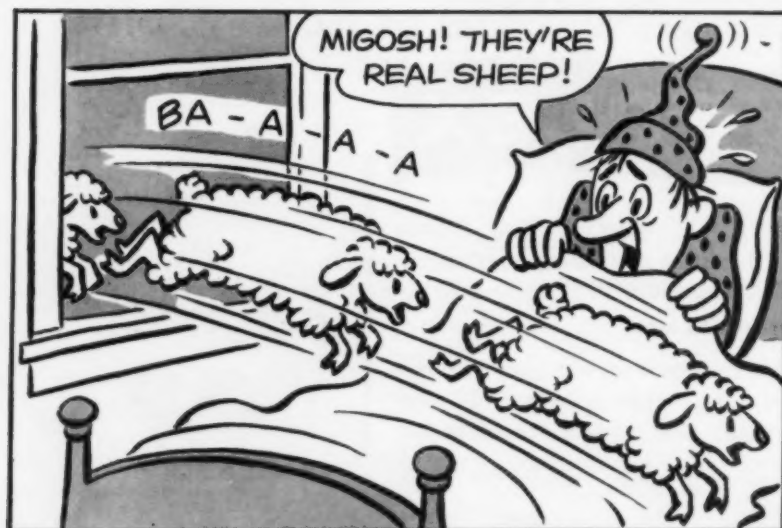
The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. W14 on card, Pg. 75

Gale Products, Dept. 517 A, Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its eight 1958 model Buccaneer motors. For more information—

Write in No. W15 on card, Pg. 75

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers several helpful ways for the dealer to cover its Mow-Master power mower line. Display material consists of a jumbo size product identi-



**Ask your
jobber for
these
Bethlehem Steel
products.....**



NAILS AND STAPLES



STEEL FENCE POSTS



BARBED WIRE

fication tag to hang on mower handle. A window display banner, 2-color, 17" x 30" features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary and new riding rotary are available in one-, two- and three-column sizes. For more information—

Write in No. W16 on card, Pg. 75

Zebco Co., P. O. Box 270, Tulsa 1, Okla., offers to dealers a folder containing counter display cards, window streamers, envelope stuffers and good stix showing Zebco's Feathertouch Control and also Zebco's new Model Scottee 66 reel. For more information—

Write in No. W17 on card, Pg. 75

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Au-

thorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. W18 on card, Pg. 75

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. W19 on card, Pg. 75

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 20" and 23" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will re-

place the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Tartan models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Write in No. W20 on card, Pg. 75

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite Plated" bolts, nuts, and screws. For more information—

Write in No. W21 on card, Pg. 75

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The new No. RR74 revolving rack displays 72 hinge-cover



Cartoon ads like this, appearing regularly in regional farm papers are catching the attention of your prospects.



BALE TIES



CLOTHES LINE



AUTOMATIC BALING WIRE



BOLTS





And we have a good name, too!

Southwestern POLYETHYLENE PLASTIC PIPE

now comes to you with a permanently impressed brand not only on NSF pipe, but on our "Thrift-Line" tool! Wherever SOUTHWESTERN POLYETHYLENE is used it can be quickly and positively identified because SOUTHWESTERN'S name won't rub off.

Tested and proven in thousands of applications, SOUTHWESTERN'S POLYETHYLENE PLASTIC PIPE merits your confidence when it is sold to your trade.

SEND THE COUPON TODAY
FOR ADDITIONAL INFORMATION.

Mail Today!

Gentlemen,

☐ Please send me additional information.
☐ Please have APPLICATION ENGINEER call.

NAME _____
POSITION _____
ADDRESS _____
CITY _____ STATE _____

"Use Southwestern... to be sure"



SWP-4

plastic boxes of ringed hooks. Nos. RR144 and RR146 are also revolving racks; each holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available for 1958. For more information—

Write in No. W22 on card. Pg. 75

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. W23 on card. Pg. 75

Columbian Rope Co., Auburn, N. Y., has available for dealers two new rope merchandisers, available through wholesalers. The Columbian Rope Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both. From the position of the units on the merchandiser, rope is fed through guides to a measuring device and a cutter for rapid selling. The "Pick-Me-Up" Rope Coil Merchandiser holds individually wrapped 50 ft. and 100 ft. coils of 1/4", 3/8", and 1/2" dia. Manila rope. The unit is furnished at no cost with an initial order of approximately 100 lbs. of rope which stocks it. All metal and mounted on casters, its dimensions are 22" x 22" x 45 1/2" and requires less than 4 sq. ft. of floor space; permits complete self-service. Also available for dealers is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twines, Mason's line, and Christmas twine are also available. For more information—

Write in No. W24 on card. Pg. 75

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to deal-

ers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is reproduced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. W25 on card. Pg. 75

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five-V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. W26 on card. Pg. 75

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope. (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Display Box containing 50' connected coils of either 1/4", 5/16", 3/8", dia. sizes and 25' connected coils 1/2" dia. size, Fittler "Stabilized" filament nylon yacht rope. (7) Display Boxes containing Fittler yellow polyethylene or Fittler Manila water ski tow ropes—six boxes to a master shipping carton. To all deal-

Make sure you have the New

**Slim Trim
LOOK**

of



Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

There's a fresh look at **FASCO**

FASCO INDUSTRIES, INC.
North Union and Augusta Streets
Rochester 2, New York

Please send me full information on Fasco Fans with the Slim Trim look

Name

Company

Street

City Zone State

SH-358

BELLS



Suggested
Retail
\$2.49

INDOOR-OUTDOOR HOME BELL

Gleaming, polished aluminum bell, with satin black ship's wheel bracket.

THAT

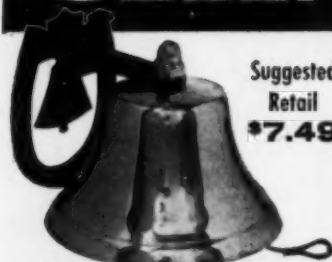


Suggested
Retail
\$4.95

BARBEQUE BELL

Good luck horseshoe bracket, polished aluminum bell with a clear, lasting tone.

SELL!



Suggested
Retail
\$7.49

PATIO-GARDEN BELL

Beautiful, fully polished brass bell
... a big seller everywhere, anytime.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range, on all year 'round sellers. Perfect for a hundred uses at home or away ... a big gift item.

Send for the Bevin Catalog



Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.

ers handling Fittler brand Manila rope, Fittler will furnish, on request, a blue and yellow metal sign for counter or wall use. For more information—

Write in No. W27 on card, Pg. 75

Scott - Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1958. This material includes formats and ad builders; window streamers which feature Scott-Atwater's 1958 motors; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; dealer stationery; miniature Scott-Atwater plastic motors; a color billboard; a one minute TV film spot announcement, and a 20-second spot announcement; changeable trans-light displays; wobblers; and a roadside sign. A giant color announcement display, a parasol featuring a 22 hp motor is one of the many signs and displays available. For more information—

Write in No. W28 on card, Pg. 75

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. W29 on card, Pg. 75

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3¼-inch x 6¼-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Write in No. W30 on card, Pg. 75

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and pack-

aging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. W31 on card, Pg. 75

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Write in No. W32 on card, Pg. 75

American Bilrite Rubber Co., P. O. Box 1071, Boston 3, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Write in No. W33 on card, Pg. 75

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88". Wood Bits for electric drills, two each of even sizes and one each of odd sizes ¼" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. W34 on card, Pg. 75

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'.

The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. W35 on card, Pg. 75

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Write in No. W36 on card, Pg. 75

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size—the individual boxes being packed one dozen to a counter display. For more information—

Write in No. W37 on card, Pg. 75

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Write in No. W38 on card, Pg. 75

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Write in No. W39 on card, Pg. 75

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps



He's a home owner who needs fencing . . . and who is as interested in *cost* as he is in *quality*. He's a good bet to become *your* customer, if you stock and sell G&B Gard-N-Beauty Welded Fence...a quality product that **COSTS ONE-THIRD LESS THAN OLD-STYLE FENCING!**

There are thousands of men like this right in your own community who need fencing and the many other items you sell. Fence up this profitable business by handling and promoting the fencing that will attract these men because it offers the highest quality and protection at the lowest cost!

Simple To Put Up • Hangs In Place, No Stretching • Easily Fitted To Uneven Ground • Galvanized After Welding For Longer Life • Smaller Mesh For Better Looks, Greater Protection • COSTS 1/3 LESS.

50 and 100 Ft. Rolls • Mesh—2" x 2½" Gauge—No. 16 • Widths—24, 36, 48, 60 and 72 inches



Write for free posters and newspaper mats that will help you sell Welded Fence and other low-cost, profitable items in the complete G&B line: Flower Border (complete with 14 slip-in stakes); Perma-Gard; Perma-Netting; Hex Netting; Hardware Cloth and Wire Insect Screening.



GILBERT & BENNETT
GEORGETOWN 1, CONNECTICUT
BLUE ISLAND, ILLINOIS

**DON'T LET THIS
HAPPEN TO YOU!**

IF YOU'LL WAIT, SIR.
I'M SURE I CAN FIND THE RIGHT
SIZE!



USE THE NEW

Hanson
Self Seller
Drill
DISPLAY



THE DRILL DISPLAY
THAT ASSURES SALES. EVERY
DRILL INSTANTLY ACCESSIBLE.

National Hardware Show, Booth 156

HENRY L. HANSON COMPANY

28 UNION ST.

WORCESTER, MASS.

and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. W40 on card, Pg. 75

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high, with a 9" diameter base. For more information—

Write in No. W41 on card, Pg. 75

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. W42 on card, Pg. 75

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Write in No. W43 on card, Pg. 75

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz.—list price is \$16.00. For more information—

Write in No. W44 on card, Pg. 75

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Write in No. W45 on card, Pg. 75

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. W46 on card, Pg. 75

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. W47 on card, Pg. 75

Petersen Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Write in No. W48 on card, Pg. 75

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. W49 on card, Pg. 75

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. For more information—

Write in No. W50 on card, Pg. 75

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Write in No. W51 on card, Pg. 75

The Moto-Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan (unlimited), in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, jumbo display cards, wall charts, authorized dealer decals, and consumer folders. A lawn care folder called "How We Built the Most



HOW TO MAKE THE FIRST 3-PAGE ● 4-COLOR AD IN LAWN SPRINKLER HISTORY PAY OFF ON YOUR COUNTER

HERE ARE THE FACTS. This 3-page, full-color ad on new Green Spot sprinklers for '58 will appear in the April issue of *Better Homes & Gardens*. A two-page version is scheduled for the April issue of *Sunset* and the April 26th (Hardware Week) issue of *Saturday Evening Post*.

HERE'S WHAT TO DO. (1) Stock up on the complete Green Spot sprinkler line now! (2) Set aside your window during April for display of Green Spot sprinklers. Mounted reprints of the ad are available to make an effective tie-in. (3) Use Green Spot merchandise racks at points of heaviest traffic. Place additional ad reprints at strategic points. They'll work sales wonders if placed near actual Green Spot sprinklers. Start planning today for a banner Green Spot year in '58!

Green Spot by **SCOVILL**
Scovill Manufacturing Company, Waterbury, Conn.

Send coupon for
FREE display kit

General Manufacturing Division, Scovill Manufacturing Co.,
Waterbury 20, Connecticut

Sirs: Please ship one set of mounted, easel-backed Green Spot display pieces (one counter card, one window card) free of charge to:

Name _____
Store Name _____
Street _____
City _____ Zone _____ State _____
Name of Wholesaler _____ (please print)

Beautiful Lawn in Town" is made available to dealers as a give-away to persons who visit the store or as a direct mailing piece. Dealers are charged \$2.00 per 100; \$15.00 per 1,000. For more information—

Write in No. W52 on card, Pg. 75

The Acme Shear Co. Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a convenient postage paid return order card is available upon request. For more information—

Write in No. W53 on card, Pg. 75

Daisy Manufacturing Co. Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. W54 on card, Pg. 75

O. F. Mossberg & Sons, Inc. P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. W55 on card, Pg. 75

Utica-Duxbak Corp. Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Write in No. W56 on card, Pg. 75

Adjustable Clamp Co. 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Hand Screws, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Write in No. W57 on card, Pg. 75

Swan Rubber Co. Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display

stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Write in No. W58 on card, Pg. 75

Champion DeArment Tool Co. Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. W59 on card, Pg. 75

Molly Corp. Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. W60 on card, Pg. 75

The Yale & Towne Manufacturing Co. Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent mer-

chandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Write in No. W61 on card, Pg. 75

American Tackle and Equipment Co. "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. The company also makes available through its salesmen a package of 26 promotion pieces for dealers including national ad blow-ups, window streamers, banners, and radio-TV spot announcements. For more information—

Write in No. W62 on card, Pg. 75

Camillus Cutlery Co. Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: the #58 Master Marketer, a 4-color panel which displays 18 pocket knives with all blades open, complete with merchandising aids and back-up stock. Ready to use as received; the knives are mounted at the factory with each identified by number and pre-priced. Case has natural-oak finish and double strength glass. Other cases include the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with lined oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Write in No. W63 on card, Pg. 75

Rubbermaid, Inc. Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. W64 on card, Pg. 75

O. Ames Co. Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. W65 on card, Pg. 75

For information on
CATALOGS & BULLETINS

See page 39

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

MARCH, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

MARCH, 1958

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

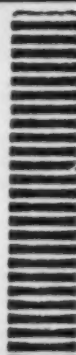
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

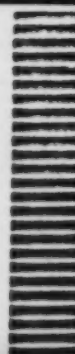
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA





MAKE 1958 A GOOD PROFIT YEAR

1958 is going to be a good profit year for hardware distributors and dealers who give more thought to the sale of merchandise which bears a better margin of profit.

The price structure on Gem Dandy Electric Butter Churns is such that if you had made the same margin on every item you sold in 1957, you would have made several times the net profit.

There are several million Gem Dandy Electric Butter Churns on the farms of America. The users of these churns are happy—By word of mouth they advertise the churns to their neighbors. Gem Dandy Churns will make more money for dealers, and this is why distributors and dealers should put more effort behind the sale of churns. Do this, and 1958 will be a good profit year for distributors and dealers.

You can look for a stepped up selling job on the Gem Dandy Electric Butter Churns in the future. Watch Gem Dandy Butter Churns advertising in SOUTHERN HARDWARE, HARDWARE AGE, HARDWARE RETAILING, PROGRESSIVE FARMER, ELECTRICITY ON THE FARM, FARM JOURNAL, etc.

Spring will soon be here, when the cows come fresh in milk, and the sale of butter churns will increase tremendously. Distributors can help their dealers and themselves if they will send for the Gem Dandy Butter Churn Distributor Price List right away, and place an order in time for the heavy business which always comes in Spring and Summer.

Deluxe Model (without Jar)	\$18.63 (suggested retail \$27.95)
Standard Model (without Jar)	\$16.77 (suggested retail \$23.95)
5-Gal. Jar\$3.72 (sug. ret. \$5.95).	3-Gal. Jar\$3.21 (sug. ret \$4.95)
Model 4 Qt. DeLuxe Jr. (including Jar)	\$14.63 (suggested retail \$21.95)

ALABAMA MANUFACTURING CO. Dept. S, Birmingham 4, Alabama

LIGHTWEIGHT FORGED STEEL GARDEN MATTOCKS

Only 4 lbs. Total Weight

Lightweight garden mattocks that sell on sight! Choice of heads—pick or cutter edge. Handle is factory-driven and wedged; shape of eye prevents handle from turning or coming loose. A finer, better, all-around product, competitively priced... result of 100 years of Klein Logan craftsmanship.



SO LIGHT
A WOMAN
CAN USE IT!

The Klein-Logan Co.

General Offices—Pittsburgh 3, Pa.
REPRESENTED BY
LOUIS WILLIAMS & CO.
Nashville 3, Tennessee



SINCE 1856

LABELLED for TOP PROTECTION



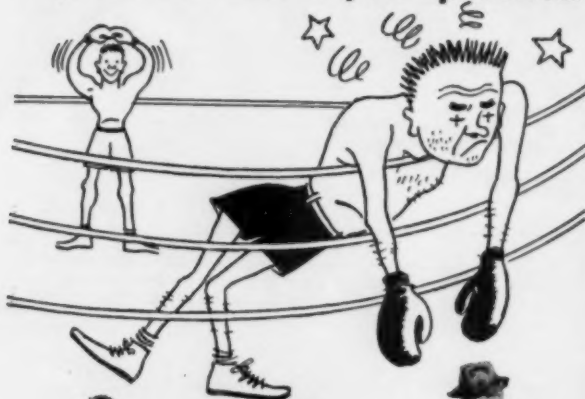
Flat wire selvage, securely welded to each filler wire gives added rigidity, uniformity, with perfectly smooth edge. Carefully drawn wire of high tensile strength. Heavily galvanized after weaving. Sizes 2 x 2, 3 x 3 and 4 x 4 mesh.

HEXAGONAL NETTING • INDUSTRIAL WIRE CLOTH
INSECT CLOTH • WELDED WIRE FABRIC
WIRE STRAND • WOVEN WIRE LATH

G. F. WRIGHT STEEL & WIRE CO.
WORCESTER, MASSACHUSETTS

Count on Cumberland

to put Sales Punch in your Sportswear



#1765 SHOOTER'S VEST



#740 FISHING CAP



#1367 FISHING VEST



#1568 FISHING CREEL



#1549 SHO CAP CREEL



#771 HUNTING CAP



#1248 FISHING JACKET



#1329 FISHING CREEL



#1759 SHELL & GAME VEST



#774 JONES STYLE CAP



#1559 HANDY ANDY



"You can't buy better...
to save your life."

Write for
free literature



THE AMERICAN PAD & TEXTILE CO.

SPORTSWEAR DIVISION

GREENFIELD, OHIO



RCY-2 Picnic Portable.
Finished in copper pigskin
with grid of nickel plate. Suggested
retail only \$9.95!



HOT DEMAND

now for 1958

ROYAL CHEF GRILLS

Get facts today on complete line Royal Chef
Grills that will send your outdoor cooking
sales roaring! Greater profits on every
model . . . from \$4.95
to \$300.00!



RC-124 Brazier. Handsome chrome
and glossy-black. Fully equipped for
fun duty. Complete with utility shelf
and stainless steel windshield. Sug-
gested retail only \$29.95!



CONSISTENTLY

NATIONALLY ADVERTISED

Chattanooga Royal Company • Chattanooga 6, Tenn.



BRIDGEPORT.

Remington Dealer Letter



REG. U.S. PAT. OFF.



CONN.

Sales depend on salespeople, and...

RETAIL SALES ARE STRENGTHENED BY UNIQUE STUDY COURSE!

Nearly 5,000 retail store managers, owners and salespeople have enrolled in NRHA's "Advanced Course in Hardware Retailing" since March, 1957. Especially prepared for *irha* hardware store personnel, this at-home correspondence course concentrates better management practices and proven sales techniques into a textbook form easily digestible by the newcomer or old-time hardwareman.

If someone in your store has not yet enrolled in the Advanced Course in Hardware Retailing, he may do so simply by filling in and mailing the coupon below.

University approved, edited by NRHA's Research and Education department, ACHR provides the information needed by the salesperson in day-to-day customer relations. ACHR is *practical study*—not theoretical—gives knowledge that can be applied on the sales floor *today!* Ideas for effective merchandising, display, advertising and personal selling are based on proven experience. Remington Arms Company, Inc. is one of 25 sponsoring manufacturers who have helped to build this important training program from the beginning. We believe it will pay off in increased dealer sales and greater dealer profit . . . as it helps hundreds of *irha* salespeople improve their salesmanship.

THIS EMBLEM . . .

is proudly displayed by Remington Arms Company, Inc. to remind *irha* dealers of the sales training opportunities available through NRHA's "Advanced Course in Hardware Retailing."



HERE'S WHAT IT COSTS:

Retail Store Employee.....\$20.00
Wholesaler Salesman..... 35.00

Mail this coupon to:

National Retail Hardware Association
964 N. Pennsylvania St.
Indianapolis 4, Indiana

Send me application form for enrollment in NRHA's "Advanced Course in Hardware Retailing"

Name.....Title.....

Firm.....Owner.....

City.....State.....

.....Association Member

**JOIN THE
"can't lose"
Flexible Plastic
Pipe Contest**



you're sure to win
customer satisfaction with
**GUARANTEED
RIGHT IN WRITING**

CresLINE

FLEXIBLE PLASTIC PIPE

**...you may also win one
of 4 trucks... in addition
to one of 100 other prizes in the
DU PONT PLASTIC PIPE CONTEST!**

Cresline is the *proved right* flexible plastic pipe. Proved right by grueling accelerated use tests. Checked for quality through every stage of production. Approved for drinking water use by the National Sanitation Foundation. *Guaranteed right in writing!* Because Cresline is made of Du Pont Alathon 25, the finest quality virgin polyethylene, those who handle Cresline are eligible to enter Du Pont's easy contest. Entry cards are attached to each coil of Cresline Flexible Plastic Pipe. Write today for literature and name of your Cresline representative.



Write for
FREE
authoritative
booklet...

"HOW TO
CHOOSE AND
USE FLEXIBLE
PLASTIC PIPE"

Investigate **CresLINE**. KL (Kralastic)...
the superior plastic pipe for extra-rugged use!

Cresline KL pipe is made from 100% virgin Kralastic resin. The lightest of all semi-rigid or rigid plastic pipes, it is excellent for many home and industrial uses including drinking water service lines where working pressures permit. Because of its extra strength, it can be used in many applications instead of metal pipe at a savings of 50% to 75% on installation costs. Write for details.

**All Plastic Pipe Is Round, Black and Has
a Hole in It... But There Is a Difference!**

CRESCENT PLASTICS, INC.

Dept. S-8, 955 Diamond Ave. • Evansville, 7, Ind.

Aqua-Float®

America's Favorite Ski Belt

BETTER THAN EVER

Now in TWO NEW MODELS

**KAPOK and
SOFT FOAM**

Today's water skiers demand a ski belt that is comfortable, dependable, and allows complete freedom of action. That's why they choose Aqua-Float Ski and Surf belts. This year's model is more rugged than ever to withstand the stress of sudden spills and heavy usage. Stock the ski belt your customers demand—Aqua-Float *advance design* plaid Ski and Surf belts in the eye-catching plastic package.



**New Reinforced Construction
(trouble free)**



Soft, buoyant kapok contours the body, will not rub or chafe, is light. Also new PVC Vinyl Foam provides permanent buoyancy-soft contour fitting.

Inserts electronically sealed for permanent buoyancy. (KAPOK MODEL) or in PVC foam cannot waterlog—superbuoyant—soft and light—never soaks or sinks.



Heavy duty reinforced ends, hook closure, simple, sure adjustment of 300 lb. test (all around) web strap in both models.



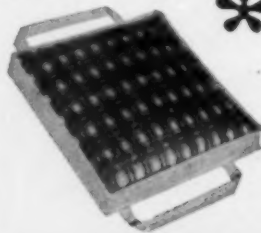
Distinctive smart plaid print is quick drying, color fast, in both models.

Also stock the popular Aqua-Float plaid companion Ski Vest and U.S.C.G. approved boating jackets.



Aqua-Float®

U.S.C.G. Approved buoyant cushions set the pace in design and quality and sales! Striking new color combinations and attractive two-color screen designs with a wide price range for every competitive need. Ask about new AQUA-FLOAT foam cushions. Write for new full-color brochure.



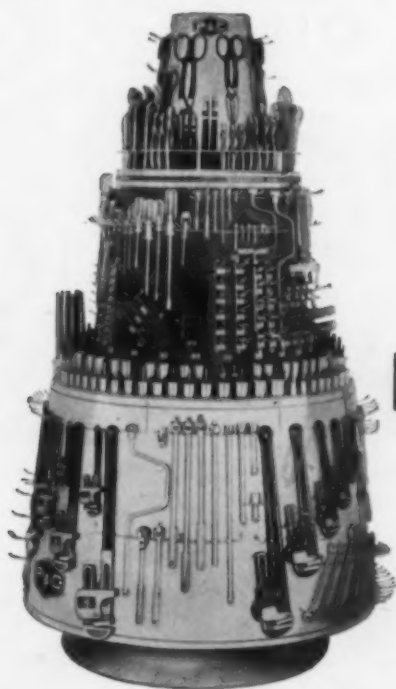
STYLE-CRAFTERS, INC.
GREENVILLE, SOUTH CAROLINA

THIS PROVED MERCHANDISER SELLS HIGH PROFIT HAND TOOLS AUTOMATICALLY!

You'll sell more quality hand tools—*automatically*—when you put the P&C Jet 350 to work in your store. This hard working merchandiser carries a complete inventory of 350 popular hand tools for faster turnover, easy stock control, more profits to you. No other means of merchandising hand tools can match the P&C Jet 350.

13,000 RETAILERS PROVE SALES SUCCESS

Retailers just like you have proved the profit story of the P&C Jet 350 in stores from coast to coast. Find out now how easily you can build turnover and profits with the tested P&C Jet 350. **GET THE FACTS!** Write for complete information today.



- Highest profit per square foot
- Display proved by over 13,000 dealers
- Carries complete quality tool line
- Every tool priced, shadow marked and numbered
- Quality tools backed by national advertising and guarantee
- Fast turnover for 350 best sellers



TOOL COMPANY

SUBSIDIARY



Portland, Oregon and Schaller Park, Ill.

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 75*

Excello Riding Mower

The Excello 24" rotary riding mower, model 811, is announced by Heinke & Co., P. O. Box 296, Springfield, Ill. Two special features pointed out are the improved two-speed transmission, and the Unimatic remote control assembly—designed so that



throttle control and gear shift levers are on the handle at fingertip level.

The model 811 is equipped with a 3½ hp 4-cycle engine, or a 4 hp engine as optional equipment. Suggested list price is \$299.50.

A 21" companion model rotary riding power mower is also available. For more information—

Write in No. 680 on card, Pg. 75

Hammer Group

Called "Five is all you need," a plan is announced by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, to provide the dealer complete market coverage with five True Temper hammers spanning five price levels.

The hammer line includes the following, with retail prices shown for



the 16 oz. size: Rocket, steel handle, \$5.25; Jet Rocket, steel handle, \$4.25; Falls City, hickory handle, \$3.50; Briar Edge, hickory handle, \$2.59; and Jim Dandy, hickory handle, \$1.69. For more information—

Write in No. 681 on card, Pg. 75

Water Bags

H. Wenzel Tent & Duck Co., 2200 South Hanley Rd., St. Louis 17, Mo., announces that its line of Eagle Water Bags is available in colors in addition to the regular white canvas bags. The new Eagle Water Bags are made of brightly colored canvas in a rainbow assortment of four colors and



each bag is printed in two additional colors.

Another new feature is the 6-Pak Display. Six bags in assorted colors are packed in each display. The display, with a two-color selling message and one water bag secured to the front, comes ready to display. It requires only 15" x 3" of counter space or it can be hung on the wall. For more information—

Write in No. 682 on card, Pg. 75

Bow Fishing Line

Gudebrod Bros. Silk Co., Inc., 12 South 12th St., Philadelphia 7, Pa., is introducing the Braided Bow Fishing Line for fishing with bow and arrow. In assorted colors, on 30 yard spools, the product is available in three tests: light at \$1.00 per spool, retail; medium at \$1.15; and heavy at \$1.35.



The packaging is designed for point-of-sale display. It is put up in a clear, dust-proof, plastic skin pack, six 30 yard spools on a perforated card; two cards, (12 spools), per box.

Catalog F-585 is available. For more information—

Write in No. 683 on card, Pg. 75

STOCK UP NOW ON

PROFIT-PROVEN SCREWS

BY *Southern*

Famous "EZ to C" LABELS SAVE YOU TIME, CREATE SALES:

Let Southern Screw's copyrighted package identification system work for you three ways:

Keyed color on label

Keyed silhouette on label

Keyed border design on label

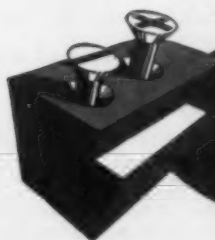
Strong, colorful Southern boxes dress up your shelves, attract customers' attention.

Stock this full Southern Screw line — the fasteners advertised in popular consumer workshop magazines.

SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS



WOOD SCREWS
STOVE BOLTS
MACHINE SCREWS & NUTS
SHEET METAL SCREWS
CARRIAGE BOLTS
WOOD DRIVE SCREWS

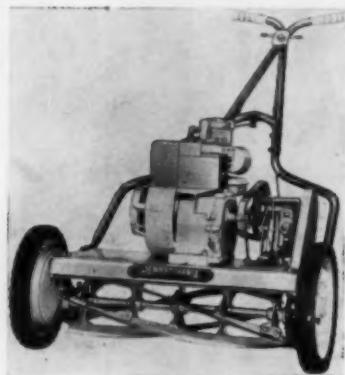


Southern
SCREW COMPANY
STATESVILLE - NORTH CAROLINA

WAREHOUSES:
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

Pennsylvania Mowers

Two newly designed reel type mowers, the Pennsylvania 21-inch DeLuxe and the Pennsylvania 18-inch Exeter, are offered by the Pennsylvania Lawn Mower Division, American Chain & Cable Co., Inc., Exeter, Pa. They are color-styled in white, beige, orange, and black.



Similar in appearance, both the DeLuxe and the Exeter are powered by a 1.75 hp, 4-cycle, Briggs & Stratton engine with rewind starter.

Providing either a full 21" cut or

18" cut depending upon the model, its mowing reel consists of five cutting blades which are extra wide and double ground. The mowing reel for Pennsylvania's low-cut models contain seven blades. A hollow ground stationary blade is provided also.

Throttle and clutch controls are located on the handles of both units.

Height of cut adjustment on the 5-blade DeLuxe ranges from 3/4 to two inches while on the 7-blade low-cut model, it ranges from 1/4 to 1-3/8 inches. On the 5-blade Exeter, it ranges from 3/4 to 2 inches and from 3/8 to 1 1/4 inches on the 7-blade low-cut Exeter.

Both units can be supplied with electric starters at extra cost. For more information—

Write in No. 684 on card, Pg. 75

Automatic Mail Box Flag

A mail box signal flag which operates automatically is introduced by Autotray Co., Inc., 3901 East 26th St., Indianapolis 18, Ind. "When the flag's in the air . . . your mail is there!" is the line used by the company to describe the function of its new product which is designed to fit any size mail box.

The flag automatically goes up when mail carrier opens the door. After receiving the mail, the flag is reset by holding it alongside the box



in a horizontal position while the door is closed.

The flag and arm are made of aluminum; the bracket, of steel. The flag is painted a bright yellow, and the remainder has a hammerloid gray baked on enamel finish. Set screws are included in package; no holes to drill.

It is individually boxed in an attractive carton. A free display card comes with each dozen flags as they are now packed in dozen lots. Advertising mats are available free of charge and envelope stuffers at a nominal charge.

List price of Model 25 is 98 cents. For more information—

Write in No. 685 on card, Pg. 75

Easy to Sell... Resorter

ALUMINUM BOATS



Marine dealers are making money today. The boom in boating can add important volume for you also. Resorter Boats, one of the country's leading boat manufacturers, now offers dealerships to qualified hardware retailers. You will have a full line of 10 diversified models, liberal discounts, prompt delivery, and complete factory cooperation.

Resorter aluminum boats are as sensational in performance as they are in appearance. They're built to last—with a minimum of maintenance. Write for details on the 1958 line—and dealership opportunities.

Distributors and Jobbers: Resorter Boats are available with your own brand name. Fully-protected regional territories are open for qualified distributors and jobbers.

RESORTER BOATS

A Division of Southwest Manufacturing Company
Dept. 5H, P.O. Box 2501, Little Rock, Arkansas



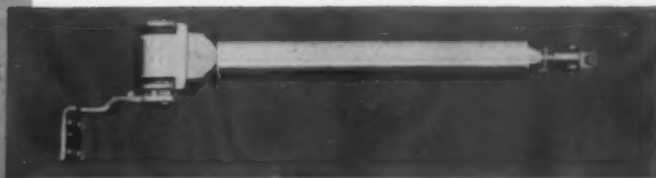
No. 27 Screen Door Latch

No. 26 Screen Door Latch



No. 1011 Screen Door Latch

No. 25 Screen Door Latch



No. 506 Screen Door Closer

HARDWARE WEEK SPECIAL:

Yale's Big Screen Spectacular

Are you fully stocked for the big Hardware Week promotions (April 24-May 3)? Yale's featuring screen door hardware...and offering you a reduced price. Featured items:

- **No. 1011 Screen Door Latch**—Positive latching, easy opening.
- **No. 25 Screen Door Latch**—New. Latch easily installed.
- **No. 26 Screen Door Latch**—New. Easy installation, beautiful styling.
- **No. 27 Screen Door Latch**—New. Styling plus exterior locking.

- **No. 506 Screen Door Closer**—Pneumatic, reversible, easy installation.

SAVE 10%! Order now for Hardware Week. Yale will ship in case lots of 30 and will bill you for *only 27!* Offer expires April 30.

Here's an added attraction: Also inquire about Yale's attractive new self-selling counter display of 12 cabinet locks. Write: The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N. Y.

YALE—REG. U.S. PAT. OFF.

YALE & TOWNE

DEALERS SELL

GALS.,
QTS., PTS.,
HALF PTS.



FAMOUS BRAND

TANDROTINE

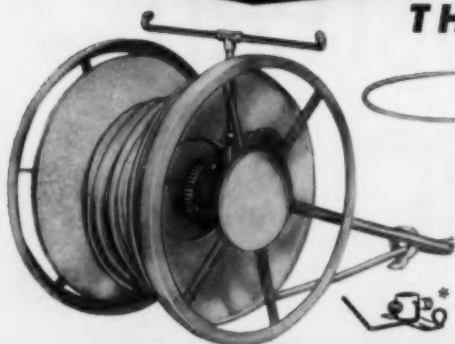
PAINT THINNER

ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster

turnover and higher markup. Stock TANDROTINE — today!

THE ONLY Fully Automatic LAWN SPRINKLER



THE TRAVELER

Traveler walks as it waters, winds up hose, and stops itself when finished — **AUTOMATICALLY!** The most versatile sprinkler in America today. Roll it out on the lawn, attach hose, and turn on the water. Traveler does the rest — follows hose in any pattern desired. Optional Automatic Shut-Off* stops sprinkler when the job is finished.

A DEMONSTRATION WILL SELL IT!

Covers area of approximately 50' x 200'. Travels about 20' per hour.

Nothing to Pick Up, Wind Up, Carry or Shut Off!



H. B. SHERMAN MANUFACTURING CO., BATTLE CREEK, MICHIGAN

Broom Rake

The new Green Thumb broom rake achieves very light weight and great flexibility along with unequalled strength by forming the teeth from continuous loops of clock-spring steel



instead of individual pieces, according to The Union Fork & Hoe Co., Columbus 15, Ohio. The loops, nested and securely locked in the base plate, cannot come loose, the company states. For more information —

Write in No. 686 on card, Pg. 75

Dixie Mower

Special features of the 21-inch, 4-wheel Dixie Mower, manufactured by the Southland Mower Co., Selma, Ala., are as follows: unconditionally guaranteed base; ball bearing wheels with chrome hub caps; 3-hp Clinton or 2.75 hp Briggs & Stratton engine; "Natura-Grep" chrome plated han-



dles; Stand-N-Start recoil starter on handle; Stand-N-Stop remote engine control on handle; Dixie's exclusive patented safety blade adapter; two specially heat treated blades with each mower; and a leaf mulcher as standard equipment.

The mower retails for \$99.95 with full distributor and dealer mark-up. It is one of the 24 models in the Dixie line. For more information —

Write in No. 687 on card, Pg. 75



Speedy...like Federated Mutual Claims Service

Prompt, fair claims settlement is something most *Federated Mutual* policyholders take for granted. Often it's one of the reasons they are Federated policyholders. For *Federated Mutual* has an outstanding reputation both for speed and for "leaning over backwards" in taking care of a policyholder's claims.

It's also in its manner of settling claims that *Federated* has enhanced its reputation for friendliness. Claims adjusters are prompt, competent and friendly. The atmosphere is one of sincere helpfulness.

Federated Mutual could not have grown from its modest beginnings over half a century ago to a position of leadership in

its field without integrity. From the stone age to the satellite era, time has been kind to the man and to the firm that has fulfilled promises promptly and well like *Federated Mutual*.

(Photo from POPULAR SCIENCE MONTHLY)



Federated Mutual

MID-ATLANTIC DIVISION

1004 N. Thompson St.
Richmond 21, Virginia

SOUTHERN DIVISION

1400 W. Peachtree St. N. W.
Atlanta 9, Georgia



INSURANCE FOR • BUSINESS • HOME • CAR ... Association Membership doesn't Cost ... IT PAYS!

SOUTHERN HARDWARE for March, 1958

For more information use Handy Return Card, Page 75

87

New SANDVIK #331 SWIFTY SAW

Attracts Profits From So Many Angles

FOR HOMEOWNERS
FOR CAMPERS
FOR FARMERS
FOR GARDENERS
FOR PARK ATTENDANTS

Eye Catching Tell and Sell Tag Promote Self-Selling Action

SANDVIK STEEL, INC.

Saw & Tool Division
1702 Nevins Road, Fair Lawn, New Jersey

Just A Few Of The Swiftly Sales Points:

- "HARD POINT" BLADE TEETH OF FINEST SWEDISH STEEL ELIMINATES RE-SHARPENING
- FRAME OF TOUGH SWEDISH STEEL
- SHAPED TO CUT IN HARD-TO-GET-AT PLACES
- BLADE EASY TO REPLACE

Trade Mark

"Fieldmaster" Rifle

Using the basic design elements of its Model 572 "Fieldmaster" slide action 22, Remington Arms Co., Inc., Bridgeport, Conn., has retained that designation in introducing a new gun, while offering a number of innovations.



Lightweight metals are used throughout, and the new Fieldmaster comes in two color combinations. One is Buckskin Tan, the other Crow-wing Black, and both feature stocks and fore-ends of harmonizing "Sun-Grain" walnut especially checkered for positive handling. The stock has a half pistol grip and a butt plate grooved to prevent slipping.

The gun has a cartridge - feeding system that utilizes a special straight feed channel in the barrel extension to bring the cartridge into loading position, preventing shaved bullets. The cross-bolt safety is located to the rear of the trigger guard. For more information—

Write in No. 688 on card, Pg. 75

ACE
Low-priced favorite. Lightweight. Handles support full length of 3 cu. ft. capacity tray. Baked automotive finish, self-lubricating bearings, puncture-proof tire.

JUMBO
All steel, large capacity (4 cu. ft.). Edge of press-formed tray reinforced with steel rod. Braces support tray, legs. Baked automotive finish. Pneumatic, semi-pneumatic or steel wheel.

QUALITY PRODUCTS by **JACKSON**

OLDEST and LARGEST WHEELBARROW MAKER IN AMERICA

Write for FREE Literature
JACKSON MFG. CO.
Harrisburg, Pa.

LAWN SPRAYER
Best controlled applicator for liquid fertilizers, insecticides, weed killers. Tank holds 3 gals. Produces approx. 40" swath. Non-corrosive pump. Baked automotive finish.

SPREADERS
7 models. Many patented features. "Fertilizer Miser" control. Non-flex handle. "Slots-in-Hopper" for spreading peat moss. Nylon bearings. Baked automotive finish.

LAWN and GARDEN CARTS
2 ruggedly-built models. Low-priced Handy-Cart, shown, and Jackson Deluxe hold 4 cu. ft., feature popular flat bottom, baked automotive finish.

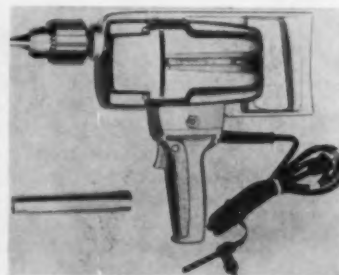
LAWN ROLLERS
5 sizes. Axles run completely through high grade steel drums. Rounded edges prevent cutting sod. Adjustable scrapers.

2-in-1 SPREADER-CART
Combination spreader and 4 cu. ft. cart. Features strong legs, wood handle, 13 adjustments, baked automotive finish, nylon bearings. "Slots-in-Hopper" for spreading peat moss.

AT HARDWARE STORES & GARDEN SUPPLY DEALERS

Shopmate Drill

A fully reversible ½" electric drill, the Shopmate Model 520, is announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill. It reverses at the flick of a switch; has aluminum alloy die cast housing.



Features include 3-jaw precision gear chuck; Universal 115 volt AC/DC motor (rated at a full six amps); pebble-finished handle for non-slip gripping; removable top handle to provide additional support for close quarter drilling.

The unit retails at \$39.88. For more information—

Write in No. 689 on card, Pg. 75

New emerald sparkle puts more sell in **BILTRITE HOSE!**



Both styles available
in full range of sizes

Gleaming, jewel-like high gloss finishes catch the eye. Lightweight, easy-to-handle. All Biltrite Vinyl Garden Hose are so durable they are *unconditionally guaranteed*. Far exceed standards of the Society of the Plastics Industry, Inc. and bear this seal issued by the U.S. Dept. of Commerce. All couplings full-flow solid brass. Bright, multi-colored packaging makes selling easier, too.

You get these extra advantages

- **POWERFUL MERCHANDISING HELP** including free ad mats and window streamers. Merchandising displays and self-service racks available.
- **SPEEDY DELIVERY** to distributors from strategically located warehouses.

For your many customers who demand the special qualities of rubber . . .

BILTRITE RUBBER HOSE

Extremely durable live rubber, reinforced with high tensile cord. Full range of sizes and colors.



The BIG seller that makes watering easier!

BILTRITE TRIPLE-TUBE FLEXIBLE SPRINKLERS

Finest quality vinyl; gives wide, gentle spray, always lies flat, reversible for soaking. Nickel-plated solid brass fittings.



AMERICAN BILTRITE RUBBER COMPANY
CHELSEA 50, MASS.

Take a good look... at **MAZE'S** **METAL ROOFING NAILS**

The "high quality" line
you can count on—
**FOR REPEAT SALES...
REAL PROFITS!**



**RING
SHANK**
Cat. No.
R-124 A

LEAD HEAD NAILS
HEADS FIRMLY ATTACHED TO SHANKS

COMPRESSED LEAD HEAD
P-223 (Barbed Shank—bright)

P-223R (Ring Shank—bright)

HOT CAST LEAD HEAD
C-223R (Ring Shank—bright)

CAST LEAD HEAD
R-144A (Ring Shank—
STORMGUARD TREATED...
twice-dipped in molten zinc)

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FIRM _____
ADDRESS _____
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W. H. MAZE COMPANY

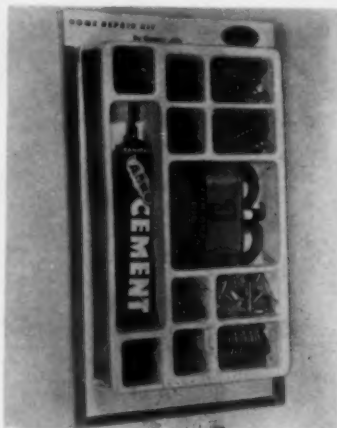
Peru 8, Illinois

Phone 298

Home Repair Kit

The Gunver Manufacturing Co., Manchester, Conn., is offering a new Home Repair Kit which contains 32 different items—nuts, bolts, brads, nails, cement, oil, faucet washers, and many more items needed for household repairs and maintenance.

Packed in a permanent plastic container, each item is contained in its own compartment. A transparent, sturdy plastic cover provides easy visibility and quick identification. Card



is punched so the kit can be hung on peg board or back of work bench. For more information—

Write in No. 690 on card, Pg. 75

Winchester 22 Rifle

The Winchester-Western Division of Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y., introduces its Model 55 rifle as "a quality low-priced 22 rifle that is an automatic single shot."

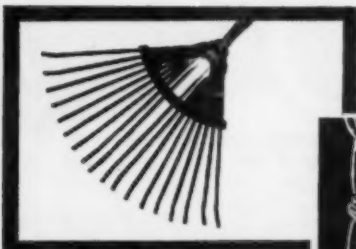


A cross section of the new rifle is shown here to illustrate key features of its design. It is said to be designed for simplicity of operation and safe handling. A key feature of the gun is the fact that it can be used by either right-handed or left-handed people since the rifle is loaded through the top of the chamber.

The Model 55 will retail for \$23.95. For more information—

Write in No. 691 on card, Pg. 75

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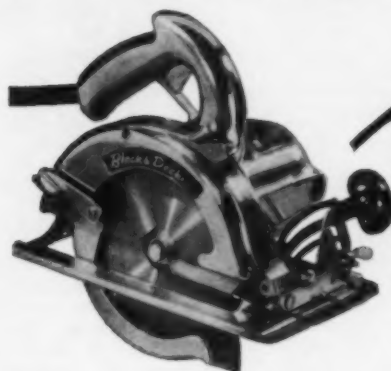
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B&D #73 HEAVY-DUTY SAW
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Completely heavy-duty with stronger shoe, housing; B&D-built motor assures users dependable peak performance. Picture window view and double guide lines insure line-of-cut accuracy. And now at a new low price!

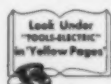


B&D #63 HEAVY-DUTY SAW
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Big, popular favorite among homeowners and professionals! Easily cuts 2x4's at 45°! Light weight and perfect balance makes the #63 easy to handle in any position. And years of reliable service will keep your customers sold on B&D Saws!

REMEMBER: Black & Decker Saws proved too tough to beat in an independent research laboratory's 7-Day Saw Torture Test! Proof like this can make B&D Saws too tough to beat . . . in performance—in value—in sales.

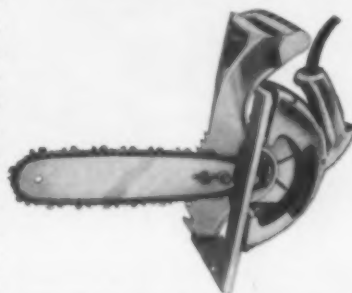
Ask your B&D Wholesaler about new things in products—in promotions—in merchandising...at



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SELL THE BLACK & DECKER CHAIN SAW ATTACHMENT:

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\$49.50



- Cast aluminum; teeth grip wood while cutting.
- Handles trees up to 18" dia.



IN COMBINATION
with B&D #73 Saw
\$129.00

- You save \$5 on this two-in-one saw offer.
- Converts from saw to chain saw in only 10 min.

Wall Anchors

As an aid to retailers, Diamond Expansion Bolt Co., Inc., Garwood, N. J., is packing its entire line of Wing-Ding hollow wall anchors in blister type hang up packages.

The anchors are housed in plastic blisters mounted on 3½" x 4" cards. A die cut hole is provided at the top



of each card for peg board hook or rack display. A space for retail price imprint is provided and complete user instructions are printed on the back of each card.

Altogether there are three sizes of wall anchor in the Wing-Ding line. One pack contains four Shorty Wing-Dings, the new small size anchor, list price 24¢; another pack contains two 4SL standard size Wing-Dings, list price 16¢; the third, two King Size 5SL Wing-Dings, list 24¢. King Size Wing-Dings are carded on 5" x 3-3/8" stock.

The carded anchors are shipped in boxes containing 25 individual blister packs in one anchor size. Five-inch peg board hooks are supplied in the box. For more information—

Write in No. 692 on card, Pg. 75

Handy Hanger

The Handy-Hanger is introduced by the C. Hager & Sons Hinge Manufacturing Co., St. Louis, Mo., as an improved version of the wall-hook, designed to get tools up out of the way.

The Handy-Hanger projects only 2½ inches from the wall, yet supports a jerk pressure of 1,500 pounds,

the company states. It is up-angled to hold everything securely: lawn mowers, shovels, ladders, garden hose, tools, appliances, etc. It is cadmium plated steel; nails or screws to garage, basement, and kitchen walls or studs.



Handy-Hanger is random-packed 25 in a colorful merchandiser. Dealer cost is \$3.00; list price, \$5.00. Merchandiser, which sets up in seconds and fully illustrates the product's uses, is free to the dealer. For more information—

Write in No. 693 on card, Pg. 75

For information on
CATALOGS & BULLETINS
See page 39

keep your customers sold with



- choice of aluminum, galvanoid or bronze—in 100' rolls, in widths (including all Standard Widths) from 16" through 48"
- unrolls flat, stays flat; won't bulge, buckle or pucker, when properly secured
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- mesh is always uniform throughout... holes are clog-free... wires are never snakey
- finishes add lustre, increase light transmission, eliminate unsightly streaks and stains

Contact the sales office nearest you, for information and prompt delivery.

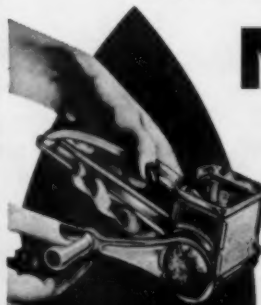
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For a QUICK job on a smooth lawn or tough weeds you can't beat a SARLO Power Mower. They are precision built for safety and are so easy to push that even children can handle one.

SARLO Power Mower has a 21 inch cut with a special double-edge blade and is powered by a 2 h.p. to 4 h.p. Engine, choice of Clinton or Briggs & Stratton motor. All moving parts have ball bearings.



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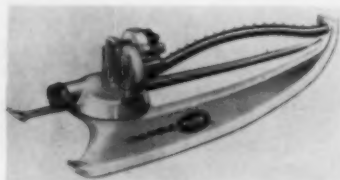
See your nearest dealer or write ...

UNIVERSAL CONVERTING CORP.

1125 B County St., New Bedford, Massachusetts

Capri Sprinkler

The Capri sprinkler introduced by L. R. Nelson Manufacturing Co., Inc., Peoria, Ill., is mounted on a sled base of cast aluminum with a bonded enamel finish. The runners have curved tips to facilitate moving. The motor



housing is die cast of rustproof zinc alloy. One side has a clear plastic insert through which the action of the nylon drive gear can be seen. A spiral has been added to the gear for added color and attention.

A dial controls the area of coverage and pattern. With the setting on "Full," an area of 35 feet x 45 feet can be covered with one inch of water in just four hours, the manufacturer states. With the dial set on "Right" or "Left," just half of the maximum area is covered, with the throw directed to either side. On "Center," the sweep is limited to half the maximum area, but the throw continues to go on both sides of center. For more information—

Write in No. 694 on card, Pg. 75

Croquet Line

Restyling of all 14 models in its Croquet line for 1958 is announced by South Bend Toy Manufacturing Co., South Bend, Ind.

Many of the new sets feature golf-cart-type racks with larger tires and rubber-tipped handles. The racks are constructed with gunmetal-blue tubular steel and wood.

New beaded mallet heads and ball-beaded handle grips are offered on many models in addition to new colors and new striping. All 8" and 9" sets are equipped with South Bend's plastic-coated, automatic arches. The premium priced "Pall Mall" set fea-

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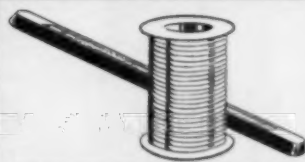


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Attractive, high quality utility chair for indoor or outdoor use. Hardwood frame finished in natural varnish or white paint. Seat and back made from extra heavy canvas. Available in red, green, yellow or blue, olive drab or khaki.

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☐ Enclosed find \$2.00

MARSHALLTOWN
TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

tures heavy-duty plastic coated arches, wooden arch sockets, extra long mallet handles and rubber-tipped, chrome-ferruled mallet heads. Rock maple is used in balls and mallet heads; all playing parts are finish-



ed in durable enamels, covered with two coats of outdoor spar varnish.

Retail prices range from \$5.00 to \$35. Catalog sheets are available upon request. For more information—

Write in No. 695 on card, Pg. 75

Oklahoma Convention

(Continued from page 33)

W. G. (Bill) Mashaw, trade relations director for the NRHA, discussed retailing practices and national association services and management helps available.

Third speaker was Elmer Wheeler, Dallas, Texas, sales consultant, who coined the phrase, "Sell the Sizzle Instead of the Steak."

Aaron Gritzmacher, executive director, secretary and treasurer of the association, said in his report that because of membership demand, the past year saw the initiation of three new state association services. These are a collection service, group life insurance and a correspondence course for hardware sales personnel.

Without a dissenting vote, the convention adopted a resolution calling for a \$5 increase in annual dues and introduced by President Baker. He said rising costs made necessary an advance from \$20 to \$25 for individual stores and an increase from \$25 to \$30 for dual members.

One of the social functions was

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This attractive, sturdy counter display for all types disposable Vacuum Cleaner Bags.

- Constant "silent salesman"
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Carries all top-name cleaner bags.

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PB12 Universal Jet
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Mfrs. & Distrib. of Replacement Vacuum Cleaner Parts.

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Write for FREE CATALOG of Vacuum Cleaner Parts

They're asking for them;
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a forged steel dual-purpose hoe; 2-inch mattock blade and 4-inch hoe blade; 48-inch pick-type ash handle. Wt. 40 oz.

Rapid-Till . . .

a rugged-but-light cultivator, 3 fast-working tines and mattock blade; every gardener needs it; weighs only 32 oz. with 48-inch ash handle.

RapiDigger-48 . . .

a long-handle speedster at garden work, combines trowel (digger) blade and 2-inch mattock. 48-inch handle model, 34 oz.

RapiDigger-15 . . .

same tool head as above but with 15-inch Weatherproof® hickory handle; wt. 22 oz. Smartly packaged, 1 to a box.

48-inch handle models std. pkg., 6 solid or 2 of each. All retail about \$3.

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LIFETIME GUARANTEED!

MANN

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It's a satisfying feeling to sell your customer an item, and to know that you are doing him a real service in selling him that item.

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Toilet **ALL-ANGLE** Plunger

The Plunger They
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By the makers of
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HORSE COLLAR PADS

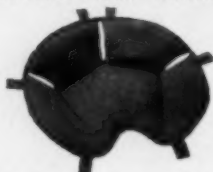


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"The pad with the rust-proof
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a 10:30 a.m. coffee and entertain-
ment for ladies attending. Principal
social event was the annual ban-
quet, followed by a floor show and
dancing.

Outlook Bright for '58 Texas Dealers Told

(Continued from page 37)

A second Texas association of-
ficer spoke in terms similar to
those used by President Payne,
recommending that the golden
rule be adopted in business. He
was B. O. Goldthorn, farm equip-
ment dealer of Alice, whose ad-
dress followed his advancement
from first vice-president to presi-
dent of the association. After dis-
cussing associations and conven-
tions, he said he would "like to
get back to the Golden Rule and
how we are going to follow it in
our business." He urged members
of the association to apply that
rule to one another.

Other speakers were John Mor-
ley, foreign correspondent and Dr.
William H. Alexander, Oklahoma
City pastor and nationally recog-
nized inspirational speaker.

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and sporting goods stores in Louisiana
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carry one other line. Send complete de-
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Southern **Farm Equipment**

MARCH
1958

Selective Selling
Creates Large Market
Pg. 108

Texas Welcomes FEI
Pg. 109



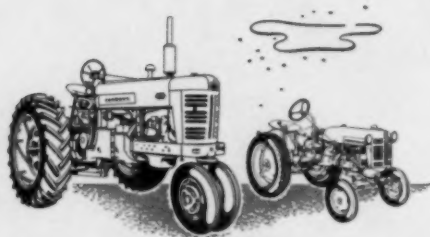
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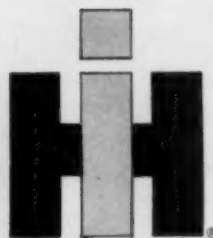
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March, 1958

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*Assistant Editor*BARON CREAGER, *Southwestern Editor*
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BUSINESS BRIEFS

Check Your Business Costs

How does your cost of doing business compare with that of the farm supply stores—those firms which obtain 60% of their income from sales of such products as feeds, hay, grain, fertilizer, seed, farm tools, hardware and other farm supplies. A recent survey conducted by Dun & Bradstreet disclosed that net sales for the typical farm supply store in 1956 amounted to \$168,260. Gross margin averaged 15.9% with total expense amounting to 14.4% of net sales. Net profit before taxes, but before owners' drawings were deducted, averaged 1.5% of net sales—a net profit of 8.0% on the owners' investment. Owners took 4.2% of net sales in salaries. Together with net profits this gave them a return of \$9,591 for the year. Employee wages amounted to 4.8%, while occupancy expense averaged 1.6%. On the average 0.5% was spent for advertising, 0.1% was lost through bad debts. Delivery expense cost 1.0% and depreciation on equipment other than delivery equipment added 0.7% to total expense. Inventory turnover averaged 14.2 times per year.

Better Equipment for the Future

The assurance of increasingly better farm machinery and equipment for the future was given recently by Allis-Chalmers president, R. S. Stevenson, in an address to delegates to the 43rd annual "Farmers' Week" at Michigan State University. Stevenson said that it is not uncommon for a good farm equipment concern to spend anywhere from two and one-half to five percent of the sales income dollar on engineering, research, and development. Farm machines of the future, he said, will be better, more useful, more easily handled and versatile—"the kind that will be needed to accept the challenge of the next 25 years." With a probable population of 250 million 25 years from now, the A-C executive doubted that there could be any agricultural surpluses despite technological advances.

FEMA Management Clinic

A "Problem Clinic" and "Brainstorming" session will be featured events during the concentrated two-day Spring Management Clinic to be held by the Farm Equipment Manufacturers Association in Chicago, March 12-13. Featured speaker Carl Hill, Jr., general manager of Connally Implement Supply Co., Amarillo, Texas, will discuss his firm's use of an available financing program, while W. R. Noble, Washington, D. C. trade association representative, will give a report on the Curtis Bill for tax relief of small business. Sam Shapiro will conduct a "problem clinic" and will demonstrate the "brainstorming" technique.

► **Farm Income**

Farmers' realized net income in the year just past was probably a little under the 12.1 billion dollars received in 1956. Prices received by farmers averaged about 3% above '56. Livestock prices and those received for dairy products were up, but crop prices were down 2% as the result of record output and large carryover stocks.

► **Commodity Highlights**

Marketings of cotton were much smaller in the last half of 1957 than a year earlier because of a smaller crop and delayed harvesting due to unfavorable weather . . . as the result of poor quality, cash receipts from cotton in the last half of 1957 totaled about a fourth below a year earlier . . . on a total acreage about a sixth larger than was seeded for last year's crop winter wheat developed well in December . . . production of winter potatoes is forecast at 5,690,000 hundredweight, 16% below 1957, but 51% above the 1949-56 average . . . the supply of rice in the marketing year 1957-58 will be about 63.5 million cwt., smallest in the past three years.

► **Government Payments**

Expenditures scheduled for agricultural programs in 1958-59 total 416 billion dollars, down 300 million from 1957-58. Expenditures for the Soil Bank are scheduled to increase about 50 million dollars to 756 million in 1958-59.

► **Factory Shipments**

Reports by manufacturers in January indicated that October shipments of farm machinery and equipment including tractors were 3% above September and 23% above October 1956.

► **Farm Prices Received, Paid**

The Index of prices received by farmers increased two percent during the month ended in mid-January. Higher prices for commercial vegetables and meat animals accounted for the increase. Meanwhile, the index of prices paid by farmers increased nearly one percent to a new all-time high.

► **Sales Outlook**

An optimistic appraisal of future sales was made recently by Merritt D. Hill, Ford Tractor's general manager. He predicted that his company's sales of tractors and equipment "will hold steady at the improved level which was attained in 1957." Hill's optimism was based on the end of drought in many regions, a slight rise in farm income and an awareness by farmers that "more efficient production machinery is their best solution to the cost-price squeeze."

ALLIS-CHALMERS PLANTERS

key to better stands and higher yields



Highest crop yields require fertile soil and good seed . . . a thoroughly prepared seedbed and careful cultivation. But these factors alone are not enough . . . *seed must be properly planted, at the right time.*

The Planter is the real key to high plant population of corn, cotton, beans and sorghum row crops. And Allis-Chalmers planters excel in accurate placement of seed and fertilizer, in precise seed drop at modern tractor speeds, in simplicity needed for dependable operation. These tractor-mounted planters make every seed count for maximum yields:

... Short, straight seed drop means no bunching or bouncing when drilling, no skipping or scattering when hill-dropping.

... Clean, simple design eliminates weight, bother and cost of unnecessary parts.

... Close-coupled mounting with SNAP-COUPLER hitch means lift and turn on a minimum of land, straighter row ends, smaller headlands, and more crop planted between fences.

Whatever the row crop, Allis-Chalmers dealers enjoy a selling advantage, and their customers produce more profitably . . . with a planter built by Allis-Chalmers.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

These agile planters handle and transport easily. Seed and fertilizer hoppers are low for easy filling.

Available as 2 or 4-row equipment, with choice of three styles of seed hoppers, two kinds of fertilizer hoppers.



SNAP-COUPLER is an Allis-Chalmers trademark.

ALLIS-CHALMERS

Engineering in Action means more work per dollar



NEWS HIGHLIGHTS

Henderson Retires from Allis-Chalmers

R. H. S. "YANK" Henderson recently retired from Allis-Chalmers Manufacturing Co. after 45 years of service. Born at Indian Head, Saskatchewan, Canada, he started with the old Rumley Co. at Winnipeg and came to the Dallas branch of Allis-Chalmers in 1935, serving as assistant branch manager.

Henderson is a past president of the Dallas Hardware and Implement Club and is known throughout Texas for his interest in Soil Conservation work.

Oliver Reports Increase in Farm Equipment Sales

AN INCREASE in The Oliver Corp.'s sales of farm equipment in the United States and Canada during the 1957 fiscal year, and continuation of this improvement in the first two months of the 1958 fiscal year which began November 1, was reported recently by Alva W. Phelps, chairman of the board and president.

"The increase in sales of farm equipment is particularly encouraging," Phelps said, "since it indicates improvement in the largest segment of the company's business, which had been in a downward cycle since the Korean War.

"Farm income in 1958 is expected to increase slightly above 1957. The long drought in some parts of the United States ended in 1957, and good moisture conditions are now general throughout the United States and Canada. The 1957 harvest of crops was good. As a result, it is believed that farm equipment sales in 1958 will increase over 1957."

Oliver's farm equipment sales in the United States and Canada

Oliver's Atlanta Branch Wins Sales Award

A. F. Hedrick, manager of The Oliver Corp.'s Atlanta branch office, has reason to be a mite proud. During the recent showing of his company's new line of tractors and equipment in Albany, Ga., Mr. Hedrick and his staff were awarded the 1957 Sales Plaque.

This is an award made annually by Oliver to the branch office having the best sales performance for the year.

totalled \$65,230,393 in 1957, an increase of \$3,809,150, or 6.2% over 1956.

In the 1957 fiscal year, Oliver had net earnings of \$608,454, on total sales of \$101,678,450. This compares with 1956 earnings of \$1,921,381 on total sales of \$107,857,381.

MM Elects Officers and Nine Directors

THE SHAREHOLDERS of Minneapolis-Moline Co. at their annual meeting at Hopkins, Minn., elected the following nine directors: Arthur S. Bowes, business consultant, Chicago; J. Russell Duncan, president, Minneapolis-Moline; William H. Garbade, president, the Crescent Corp., Tulsa, Okla.; Arnold M. Johnson, vice-chairman of the board and president, Automatic Canteen Co. of America, Chicago; J. Patrick Lannan, chairman of the board, H. M. Byllesby & Co., Chicago; W. H. Mac Farlane, vice-president - administration, Minneapolis-Moline; E. S. Reddig, president, White Sewing Machine Co., Cleveland; Alexander Rittmaster, president and Robert Rittmaster, vice-president, Rittmaster & Co., Inc., New York.

The board of directors at a meeting following the shareholders' (Continued on page 113)

New Officers of Mid-South Association



New officers of the Mid-South Farm Equipment Association, elected at the 16th annual convention held recently in Memphis, Tennessee, are Walter May, Jr., center, of Memphis, president; Oscar Melton, left, Trumann, Ark., first vice-president; and E. B. Bohannon, of Athens, Tenn., second vice-president. The convention attracted a record registration of 561 dealers, their wives, and factory representatives from five states

For the Edna Equipment Co., Edna, Texas, land-levelers have become a source of extra profit, and an aid in selling major machinery. Manager H. L. Gless actually finds it difficult keeping them in stock because of their popularity among Texas rice farmers. At right, Gless finds himself minus a sample land-plane and sells a prospect on the equipment by pointing out the tool's advantages as outlined in a merchandising leaflet supplied by the manufacturer



Land-Leveler Sales Multiply the Net

By Ruel McDaniel

LAND-LEVELERS have turned out to be more than a mere sideline for Edna Equipment Co. of Edna, Texas. They have developed into a machinery line that not only produces extra profit but aids in the sale of major machinery.

The company has sold about 40 units and, according to H. L. Gless, manager, the market locally has been sold about 95 percent. Gless and his brother, W. A. Gless, also operate farm equipment stores in Richmond and Eagle Lake, Texas.

A land-leveler is a "natural" for comparatively level country where there is considerable irrigation; but there also is a use for the leveler in areas where there is no irrigation, Gless believes.

Edna is the center of an import-

ant rice industry. The flat terrain lends itself naturally to irrigation.

"The first question that pops into a prospect's mind," Gless explained, "is why should he buy a leveler when his land already is level. The answer to that is that no land is completely flat. As level as our country appears, every farm has rough knots and knolls scattered around. These should be evened off and the entire strip between terraces leveled, for best irrigation results—if the farmer irrigates. If not, then leveling helps the land to hold more moisture and distribute it evenly when it rains."

He defines a land plane as the most important piece of equipment a farmer can buy.

"If a farmer must choose be-

tween fertilizing and leveling his land, he'll find it pays to omit fertilizer and level his land," Gless declares.

The most practical way to start a profitable land plane business, this company has found, is to sell by demonstration. The Gless brothers are fortunate to have a farm near Edna, where they can demonstrate what a land plane can do for the rice farmer in particular.

The first leveler they purchased was delivered directly to the farm. They experimented with it until other farmers began dropping around to watch, encouraged, of course, by Gless.

Certain that the equipment was needed locally, the company managers stocked several more units; but seldom were any on hand long enough for store display. Farmers kept buying as fast as they could be stocked.

"When we had enough on hand to exert any real sales effort," Gless explained, "we made it a point to try to sell a unit in a neighborhood where none had been previously sold. It was our early experience that every time we placed a leveler on a farm somewhat isolated from others where we had made sales, neighbors would come over and watch it work. Other sales resulted. Every customer was—and still is—an ex-

(Continued on page 118)

No "tall tale" from Texas is this dealer who profitably merchandises land-levelers to level-land farmers

His Selective Selling

creates larger farm equipment market

By C. Lorentzson

HIX-BYRD Co., of Monroe, Ga., has combined a "rifle-shooting" technique for selling farm equipment with an automobile sideline to weather the storm of a depressed farm picture, maintain a substantial sales volume, keep his mechanics busy, and make maximum use of his service department.

One of Monroe's most aggressive farm equipment dealers, H. J. Hix, co-owner of the farm equipment-automobile dealership, has experienced a 15% drop in farm equipment volume from the 65% total volume he once had. However, he feels that he gets his share of new sales because of his selective selling technique.

"The Soil Bank is practically eliminating cotton farming around Monroe," he pointed out. "In addition, the weather last year dropped the grade of our cotton to a low standard, and most of the farmers



"Rifle-shooting" sales techniques give H. J. Hix rapid farm equipment turnover. Above, he points out grain drill feature to Henry F. Smith, his service manager

had to sell their cotton at 20c a pound, rather than at the 35c they had hoped to get.

"Notwithstanding these draw-

backs, I'm getting what I feel is my share of the business. Last fall and spring, we had a fairly good season for tractors, harrows, and cultivating equipment. This fall, rotary mowers for trimming pastures and cleaning-up spots were good sellers, as were lime and fertilizer distributors for grain and permanent pastures," he continued.

"Many farmers are still getting by with old equipment, so our spare parts sales are going strong. Our customers these days are using as many replacement items as they can to keep going without having to invest in new equipment; but

(Continued on page 118)



At far left, Smith removes distributor cover from new-used tractor, bought at nearby demonstration farm. Merchandising this equipment to farmers at great savings results in sure-fire sales. Jack Hix, left, inspects bolt bin in firm's spare parts section, where quick turnover occurs due to farmers' desire to keep old equipment in operation

A Texas Welcome for The FEI

Production and Marketing department holds Winter Meeting in Dallas

NEAR THE end of a one-day Dallas meeting on January 24 of the Production and Marketing department of the Farm Equipment Institute, and following an afternoon in which six speakers had reviewed 1957 and made their forecasts for 1958, Chairman Harold W. Morgan commented:

"If I were to attempt to summarize, I would say that it was

either too hot or too cold, too wet or too dry, or that we should move West."

Morgan, who is president of the Inter-American Corp., had reference specifically to reviews of 1957 by a Texas agricultural economist and five from within the industry on a panel with the subject, "Industry Outlook." His reference to the advisability of moving

West resulted from the highly optimistic report of one panelist—highly optimistic by contrast with other reports.

The optimist was C. R. Hunt, Western regional sales manager for The Oliver Corp. In glowing terms, he described prospects of farm equipment sales in West and Northwest states, estimating by areas that increases in sales will range from 10 to



George Kelly, II, left, Chairman of the FEI's executive committee and president of Kelly Plow Co., Longview, welcomes back to Texas on one of his many appearances, R. S. Stevenson, FEI president and president of Allis-Chalmers

as high as a solid 20 percent.

"If we equal 1957, this business has slipped backward," he said.

"We are influenced by the tractor replacement market—tractors that were sold between 1945 and 1950. I see no reason in this or any other year to take a pessimistic viewpoint of the biggest business in the world, which is farming."

On the basic rate of population increase, he projected population figures as far ahead as 1975 and said: "What we need is more efficient farm equipment, so the farmer can produce more food in less time at less expense."

First panelist to address the convention was J. H. Shiner, vice-president of marketing for Massey-Harris-Ferguson, Ltd. He spoke for Canada.

"In Canada the industry closed 1957 at a low ebb," he said, "as moisture conditions brought retail activity practically to a halt. Through 1957 the industry enjoyed a pretty good income in Canada, but we are at a loss for an explanation of that fact, considering adverse conditions. It couldn't have been the loan program, on which the cap was \$3,000 and the average loan \$1,000.

Same Dollar Volume

"The general conclusion is that we see nothing to indicate an increase and it is the consensus that the industry will hold about the same dollar volume for 1958."

For the Northeastern states, W. J. Klein sees "about the same industry net income in 1958 as in 1957." He is vice-president of Allis-Chalmers.

Klein pointed out that although 12 percent of cash farm receipts go to Northeastern states farmers, much of the area was hard hit by drought.

"There is such a diversity of products that it is difficult to draw conclusions," he added. However, a new high for dairy products is expected for 1958, higher vegetable production is indicated, fruit production will be up with average weather.

"Real estate values continue up," he said, "in spite of the fact that the most significant development was the drought."

James H. Willson, advanced by election from vice chairman to chairman, was present, but could not appear to deliver his panel statement due to a throat condition. He is president of the Athens

SPEAKERS APPRAISE '58 OUTLOOK



Dr. Tyrus R. Timm

Plow Co., Athens, Tennessee.

His summary was delivered by LeGrande D. Kelly, executive vice-president of the Harriman Manufacturing Co. In the election, Kelly was picked from the executive committee and advanced to the office of secretary. Willson's report as read by Kelly indicated for Southeastern states:

In some areas the farm equipment dealer has partially lost his identity by supplementing heavy lines with outboard motors, small appliances and shelf items. Tendency of the implement dealer to reduce inventory persists, despite very low levels and a good replacement market for tractors. Generally, the Southeast should do better in 1958 as a whole, but demand early in the year will roughly approximate 1957, "which was not a good year."

For Central states, J. Russell Duncan, president of the Minneapolis-Moline Co., considers the first half of 1958 somewhat perplexing, but expects conditions to improve by Labor Day "or that month." He said he had talked with 1,200 dealers throughout the nation and that most of them are optimistic. Although '58 should end up as a good business year, the first and second quarters do not now look too bright.

"In the matter of a sales forecast," he continued, "the outlook is very favorable, the general feel-

ing is one of guarded optimism. Financing will be one of the major problems in selling farm equipment as the cash position of many farmers has suffered. Many think '58 will be as good as '57, I believe it looks better."

Although Chairman Morgan invited questions for panelists, there was none. However, R. S. Stevenson, president of FEI, accepted an invitation to comment. He is also president of Allis-Chalmers.

He complimented Chairman Morgan on the "high caliber of the meeting content," then referred to one chart used, pointing out:

"The net farm income would have been better if we had done a better sales job. The farmer is in a cost-price squeeze and his only hope is to tool out his labor costs.

"As brought out, there is no such thing as an average. This kind of climate that we face for '58 is evidently a healthy one and '58 results can possibly be as good as we want to make them, and have the determination to make them."

Afternoon Program

First on the afternoon program had been Dr. Tyrus R. Timm, head of the agricultural economics department of Texas A. & M. Doctor Timm said privately that "until this week, every time I made a talk I had to devote 15 minutes to



F. H. Wiley



B. I. Toline



R. W. Wilson

an explanation of the coaching situation at A. & M. I am glad we have a coach."

He showed seven slides, mainly because slides are expected, he explained, and on one commented that he believes non-farm income of farmers is grossly underestimated. Other slides dealt largely with basic farm statistics and Doctor Timm said:

"These slides mean to me that with all the assistance the farmer receives, we haven't yet figured out how to make the farmer prosper from farming in peace time."

He reported that one of his students produced as good a forecast as he has heard: "The outlook for '58 appears to be about like the outcome for '57." But the doctor clouded this somewhat with qualifications. He went on:

Continued Competition

"I'd draw a straight (horizontal) line and say the situation we face generally in '58 will be about the same we faced in '57 on the average. You might put a dotted line just above the straight line as there is some possibility we might see a 5 to 6 percent increase in '58 over '57, but I wouldn't bet on it."

"We are entering a period when nobody knows whether this thing will level out or we will get in trouble. We (economists) have a

sad, sad history of telling you when the basic trend will turn up or down. But it could be that if income generally drops in the next few years, we may see very little drop in farm income. Jewelry, color TV and such items will lose far more than agriculture."

"I have talked with a lot of farm people and they have decided they have got to make a decision to stay on the farm or get out. If

they stay, it means reorganization, going into debt, getting real competitive."

"Government costs can change very little. We estimate price supports will stay about where they are. There is nothing more permanent that I know of than a temporary agency in government."

Doctor Timm had charted six prime subjects which he then dealt with individually.



Shown above looking over display of farm safety editorial items are H. W. Morgan, retiring chairman; LeGrande D. Kelly, newly-elected secretary and James H. Willson, new chairman of the Production and Marketing department



Participating in panel discussion are, left to right, J. H. Shiner, W. J. Klein, LeGrande D. Kelly, C. R. Hunt, J. Russell Duncan, and Chairman Morgan

Commercialization — "Agriculture is changing so fast we've got to look at the organization outlook. I don't think we will move into corporation farming, but commercial farming is growing. (You can double the size of a farm and increase the profits, but triple it and profits fall off.) We will see bigger farms and more investment. You can answer for yourselves if you want to spend money on research, but equipment will play a big part." He told of a farm meeting uninterested in a hybrid discussion, but asking for 15 percent more efficiency in farm equipment.

Migration — "Migration will continue. People are leaving farms twice as fast as they were five years ago. However, Texas farm population has actually increased in the last three years."

Part-Time Farmers

Part-timers — "We will have more part-time farmers in the future."

Vertigation — "We have several variations of integration, so I prefer to call this vertigation. Linking the production and marketing functions (of farms) together."

Interests — "Farm organizations will get stronger and stronger. We will have a new type of cooperative. It will be a bargaining cooperative."

Government — "We will have evolutionary changes, rather than revolutionary changes in government programs. We will have a lot more inflation."

In the morning session, dele-

gates were welcomed on behalf of their hosts, members of the Dallas Hardware and Implement Club, by the club president, E. E. Bost. He is Southwestern sales representative for the B. F. Goodrich Co.

First scheduled speaker was F. H. Wiley, with a thorough discussion entitled, "Cutting Costs in Factory Materials Handling." Wiley is general supervisor of material handling research for International Harvester Co.

Toline Speaks

B. I. Toline discussed, "What the Industry's Public Relations Program Means to Manufacturers and Dealers." He is chairman of the FEI advisory council, director of advertising for Deere & Co., and spent a number of years in the Dallas Deere branch.

Toline said it is difficult to write an exact definition of public relations, but if stated simply, its purpose is to make friends and gain good will for a company or an industry.

"Any industry which progresses and develops as quickly as the farm equipment industry has in the past 25 or 30 years," he said, "has difficulty in keeping the public properly informed to the extent that it can make friends and gain good will in all segments of the public. In this I include government officials, bankers, investors, educators and others, in addition to those directly engaged in agriculture, who buy our products."

Tracing FEI work in the PR field, Toline identified as an outstanding accomplishment of last

year, production of the film strip, "Partners in Profit." He called on R. W. Wilson, sales promotion manager of the John Deere Dallas branch and secretary of the Dallas Hardware and Implement Club, to show the film, and discuss "Dealer District (soil conservation) Program as a Sales Tool."

Wilson traced the dealer district program in Texas from organization in Dallas of a state steering committee in 1954. Over four years, awards were won by soil conservation supervisors and farm equipment dealers for conservation accomplishments as follows: 1954, two supervisors and eight dealers; 1955, seven supervisors and 13 dealers; 1956, six supervisors and 56 dealers; 1957, 10 supervisors and eight dealers.

Selling Tool

Wilson termed the film strip "one of the finest selling tools we now have" and "a real challenge to each of us."

Toline then returned to the podium and asked: "What do you think would happen if the 18,000 retail dealers in farm equipment would contact 18,000 farmers and discuss, intelligently, the ways and means in which these farmers could make their farm operations more profitable through good soil conservation practices?"

"Well, that contact alone would gladden the hearts of a good many sales managers at least, because it is virtually impossible to call on a farmer without finding out something he ought to have."

He said that illustrated one of the goals of public relations.

News Highlights

(Continued from page 106)

ers meeting elected the following officers: J. Russell Duncan, president; Wayne H. Mac Farlane, vice-president - administration; Stacy L. Angle, vice-president and treasurer; Donald C. Steinhelber, secretary; William F. Foss, controller.

Current MM Export Sales Reported Ahead of 1957

EXPORT SALES of farm machinery reported by Minneapolis-Moline for the first three months of its 1958 fiscal year are "well ahead of sales for the first six months of 1957," according to Philip W. Mortimer, the firm's director of international operations. Orders now being shipped amount to approximately three million dollars.

Karr Retires as A-C Sales Promotion Head

CHARLES N. KARR retired December 31, 1957 as sales promotion manager of the Tractor Group, Allis-Chalmers Manufacturing Co., Milwaukee, a position he has held since 1945. Karr became associated with Allis-Chalmers in 1919 when he joined an Allis-Chalmers distributor. Later he served as a blockman and then as a branch manager.

Dodson Named MM Parts Manager

GEORGE D. DODSON, western regional manager, Los Angeles, has been named parts manager of Minneapolis-Moline with headquarters at Hopkins, Minn., according to Matt Carroll, general sales manager.

Dodson was born in Sherman, Texas, and joined Minneapolis-Moline in 1930 at the Dallas branch office, becoming office manager in 1934. He headed the Dallas MM retail store from 1938 until 1943, when he began travelling a large Texas sales territory. He was named assistant manager of the Dallas branch in 1946, and in 1952 organized the Amarillo branch. He was appointed manager of the MM retail stores department in 1956 and named western regional manager in 1957.

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Visiting dealers watch as the new 550 is put through its paces in a field demonstration

Oliver Shows the New Line

OLIVER CORP. dealers and customers from throughout the five-state area served by the Atlanta branch got a first-hand look at the company's new line of tractors at a formal presentation in Albany, Ga., January 24-25.

Despite some unfavorable weather, more than 125 persons attended the two-day event which was held in the Exchange Club building at the fair grounds with adjacent land used for demonstrations of the new machinery line.

For the first time, visitors saw Oliver's new tractors—the Super 44, 550, 770, 880, 950, 990 GM, and 995 Lugmatic. The 995 is said to be the first and only tractor over 60 hp to be equipped with torque converter. Additionally, guests also had the opportunity to inspect the company's new 60 Twine and 60 Wire balers, semi-mounted 3 and 4 bottom plows, new 90 and 110 bushel spreaders, new corn combine and field sprayer.

The two-day event was under the direction of Atlanta Branch Manager A. F. Hedrick and his staff. Also on hand were C. A. Hart, Oliver's agricultural sales

manager; H. L. Johnson, eastern regional sales manager; and R. L. Dinnsen, advertising and sales

promotion manager for the company.

In addition, representatives from



On "Dealer Day," the first day of the meeting, visitors had an opportunity to inspect closely the 880 and 550, two of the seven new tractors in the line

the company's several manufacturing plants were in attendance and introduced to visiting dealers and customers the various new tools and equipment manufactured in their respective plants.

The second day's program (Saturday, January 25) was given over to field demonstrations of the various new tractors and equipment.

During the course of the meeting, Mr. Hedrick and the staff of the Atlanta branch were presented with the 1957 Sales Plaque, an award made annually to the branch office with the best sales performance for the year.

Oliver Presents Six New Models in Tractor Line

IN ITS 1958 LINE of wheel type tractors, the Oliver Corp. offers six models to choose from, each adapted in its power range to multiple uses in agriculture. Straight-line styling in body design and a combination of meadow green and clover white in paint colors also are distinctively new.

The model designations, listed in sequence from highest to lowest power ratings, are the 995, 990, 950, 880 (shown), 770, and 550. Three kinds of engines—gasoline, full diesel, and LP-gas—are available.

Features

Outstanding in general usefulness are Oliver's new 4-5 plow 880 and 3-4 plow 770 models. Improvements in the 6-cylinder engines have boosted the 880's drawbar horsepower into the 50's and increased the 770's pulling power in like proportion. The efficiency of both models is enhanced with Power-Booster Drive, which gives 12 forward speeds, and Power-Traction Hitch, which delivers more power by shifting more weight on the tractor's rear wheels. Other applications of mechanical power to reduce the operator's work load include Powerjuster rear wheels, which eliminate manual labor in tread spacing, and full-time power steering.

In its improved 2-3 plow 550 model, Oliver states that it has developed a varied usefulness that pays off on a farm of any size. Especially economical and versatile on choring tasks and row crop tillage, the light-duty model nevertheless has the power and ruggedness for fill-in, tough-pull jobs.

The 995 GM Lugmatic, powered



Oliver's Model 880 is a 4-5 plow tractor

by a 3-cylinder, 2-cycle GM diesel engine, is the most powerful unit in Oliver's 1958 line. The Lugmatic unit, an Oliver exclusive, adjusts power output automatically and gives smooth, full-engine PTO power, independently controlled. The special unit is said to add at least 35 percent more lugging horsepower to the tractor's standard 6-plow pull capacity.

The 990, powered by a 3-cylinder, 2-cycle GM diesel engine, handles 6-bottom plowing under ordinary conditions with satisfactory ease and efficiency, the company states. In the 5-6 plow class, Oliver offers its 950 model, equipped with a 6-cylinder engine, either gasoline or diesel.

As a safety measure, Oliver's 1958 tractors are equipped with a starting switch that allows motor starting, with the flick of a key, only when the clutch is disengaged.

For operating comfort there's a form-fitting rubber spring seat as standard equipment. It is adjustable for weight and leg length.

Dearborn Motors Credit Corp. Changes Name

DEARBORN Motors Credit Corp., a wholly owned subsidiary of Commercial Credit Co., Baltimore, announced the change of its name January 1 to Commercial Credit

Equipment Corp. A. N. Willis, president, stated that the new name better identifies the organization with the parent company and also better describes its function as a sales finance company specializing in the financing of production equipment.

IH Catalog Features New Truck Models

AN EIGHT-PAGE, full-color catalog describing and illustrating six heavy-duty International all-wheel-drive truck models of cab-forward design has been issued by the motor truck division of International Harvester Co.

Included are the four-wheel-drive International models AC-170 (4x4) and AC-180 (4x4) with GVW ratings of 18,000 and 20,000 pounds respectively, and four six-wheel-drive International models in the ACF-170 (6x6) and ACF-180 (6x6) series with GVW ratings from 22,000 to 33,000 pounds. All units described in the catalog are available with either gasoline or LPG engines.

Catalog may be obtained by writing Consumer Relations Department, International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill., and requesting form CR-205-G.

PROFIT PROGRAM FOR DEALERS



MASSEY-FERGUSON NO. 3 BALER
for the family-size farm. A sell-out last year.

LEAF GUARD DESIGN. Gentle pick-up, enclosed body and short travel babies the hay. Handles heavy windrows . . . picks up clean.

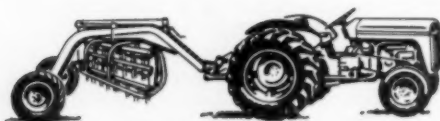
TROUBLE-FREE KNOTTER. Positive tying action. Quick, accurate timing. Dust-free location on top of baler.

LOW AND COMPACT. Less than 8 ft. wide. 4-ft. floating pick-up. *Handy Storage Bales.* 14" x 18" in 31" or 37" lengths.

SEALED BEARINGS. Need only seasonal inspection. Saves valuable time.



MASSEY-FERGUSON DYNA-BALANCE MOWERS. Rear-mounted and side-mounted models. No pitman to wear out. Mow up to 30% faster without destructive vibration or excess bearing wear. Cutter bar operates at any angle.



MASSEY-FERGUSON SIDE DELIVERY RAKES. Fully mounted or pull type. Move hay less than half the distance of conventional-type rakes. Handle leaves gently even at speeds up to 8 mph.

This outstanding hay making equipment plus the complete line of M-F farm implements offers Massey-Ferguson dealers greater profit opportunity in 1958 than ever before.

NEW CENTRALIZED PARTS SERVICE SAVES TIME FOR M-F DEALERS, KEEPS CUSTOMERS SATISFIED

The new M-F Parts Program includes Master Parts Warehouse and strategically placed Depots, Centralized Inventory Control System and new, up-to-date parts handling in every phase of operation.

This means immediate, on-the-spot parts service farmers appreciate. It also cuts down inventories, reduces storage space requirements . . . and M-F dealers can now order parts throughout the year to insure rapid turnover and field availability and also spread out payments.

This is just one factor of the all-new Massey-Ferguson dealer franchise that starts with a line of over 100 outstanding farm machines, including tractors with the famous Ferguson System, world's most famous combines and profit-making grassland equipment (some of which is pictured at left).

This line is backed by advertising that is fresh, new and different and aggressive retail promotions with lots of down-to-earth selling punch . . . both of which are already bringing more interested farmers to M-F dealers.

To help close sales, M-F dealers can offer their prospects a choice of not one . . . but three retail finance plans that make it easy for a farmer to buy *what* he needs . . . *when* he needs it, and to pay for it on a plan that fits his situation best.

And what about the profit picture? M-F dealers have a new, most liberal trade discount on all equipment, implements and parts . . . a graduated volume bonus that really pays off on all equipment, implements and parts . . . a generous performance bonus for every dealer in addition to the volume bonus . . . special terms on "demonstrator" machines . . . new floor planning with no down payment. Put it all together (and we've only covered some of the highlights here) and it adds up to this: M-F dealers have greater profit opportunities in 1958 than they ever dreamed possible!

If you want to learn more about this new and exciting set-up, a phone call is all it takes. Just phone the branch nearest you and say you want to talk to the Branch Manager.



Now it's **MASSEY-FERGUSON**

Massey-Harris-Ferguson Inc., Racine, Wisconsin

World's most famous combines and the only tractors with the Ferguson System

BRANCH ADDRESSES

CALIFORNIA
314 S. Aurora Street
Stockton 8, California

COLORADO
5000 Vasquez Blvd.
Denver 16, Colorado

GEORGIA
4800 Peachtree Industrial Blvd.
Chamblee, Georgia

IDAHO
2200 N. Main Street
Pocatello, Idaho

ILLINOIS
1400 East Linn Avenue
Springfield, Illinois

INDIANA
6143 Brookville Road
Indianapolis 19, Indiana

IOWA
4525 E. 14th Street
Des Moines, Iowa

KANSAS
2850 Fairfax Road
Kansas City 15, Kansas

MARYLAND
York and Timonium Roads
Timonium, Maryland

MICHIGAN
919 Filley Street
Lansing, Michigan

MINNESOTA
802 St. Louis Street
Hopkins, Minnesota

MISSISSIPPI
Van Winkle Subdivision
Jackson, Mississippi

NEBRASKA
700 S. 72nd Street
Omaha 8, Nebraska

NEW YORK
316 S. Warren Avenue
Syracuse, New York

NORTH CAROLINA
1610 North Tryon Street
Charlotte, North Carolina

NORTH DAKOTA
3110 West Main
 Fargo, North Dakota

OHIO
1165 Kinnear Road
Columbus 8, Ohio

OKLAHOMA
3920 N.W. 39th Street
Oklahoma City 12, Oklahoma

OREGON
8303 N.E. Killingsworth
Portland 20, Oregon

TENNESSEE
1332 Louisiana Street
Memphis, Tennessee
Oman Street—Acklen Park
Nashville, Tennessee

TEXAS
6219 Peeler Street
Dallas 9, Texas

WISCONSIN
1717 Taylor Avenue
Racine, Wisconsin

Land-Leveler Sales Multiply the Net

(Continued from page 107)

cellent unpaid demonstrator for us."

Today, the company seldom has a new unit on the floor to show a prospect. But that does not prevent sales suggestions to farmers who come in and are not already land plane owners. Gless keeps a supply of folders and broadsides handy which feature the unit. When he sees a prospect in the store, he gives him an initial sales

talk by using these advertising pieces (if there is not a unit on display).

This usually arouses the prospect's interest. Then, if Gless does not know where the prospect lives, he finds out, and he gives him the names of farmers near him who are using the units, asking him to go by and watch them work.

Frequently he takes the prospect in his car and drives out to his own farm to demonstrate the unit.

"If a man is a real prospect, he can't resist a practical demonstration," Gless said, "particularly when we can show him with grow-

ing crops the results of leveling."

Although the company modestly advertises, the most direct way to sell levelers is by actual contact with prospects, both in the store and on their own farms—and by demonstrations wherever and whenever possible.

"If we didn't have a farm on which to demonstrate the unit," Gless went on, "and if I wanted to get in this land plane selling, I would order one and make arrangements with some successful and well-liked farmer to level some of his land, then get all the neighboring farmers I could to come out and watch me. I might even give a barbecue to get them out."

Although he estimates that his company and others have saturated about 95 per cent of the local market, there still is, and will continue to be, a profitable market, Gless believes. Some owners of larger farms now find they need two units instead of one; others find that they need the larger model. The first units sold in the area are beginning to wear out and are about ready for replacement.

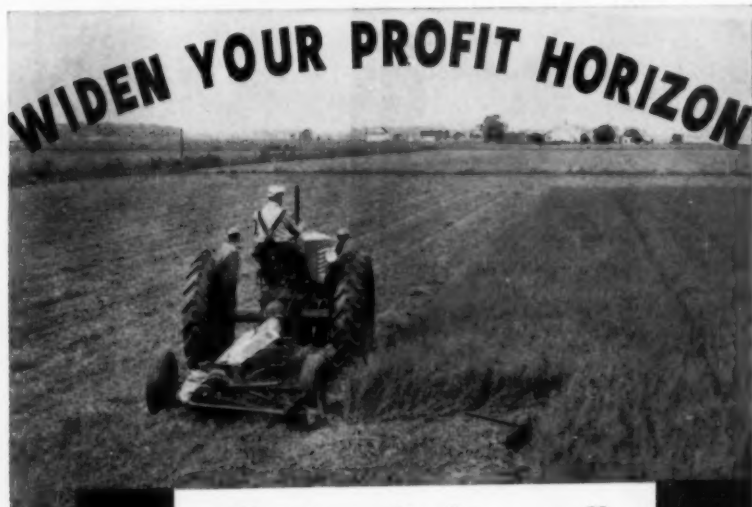
"We have not been confronted in the past with any trade-in problem," Gless said, "but the possibility is present now, and we're ready for it. We are going to take in the old units, work them over, and sell them to smaller farmers who, heretofore, could not afford new models. And we believe we can do it and still make a normal profit on the sale of the used unit. Besides, taking it in helps to sell more new models."

Although the company has concentrated largely on selling levelers to rice farmers, several sales have been made to farmers who plant row crops. There is no reason why they are not excellent prospects, Gless says. Any land that is terraced, even if it is not irrigated, can be made more productive by leveling, he declares. That means that any farmer interested in maintaining or building his soil fertility can use a leveler profitably—and profitably for the farm equipment dealer, too.

Selective Selling Creates Farm Equipment Market

(Continued from page 108)

even so, some of them are being forced to buy new items because their stuff is just worn out," Hix went on.



Stock...display...sell

**HERSCHEL PARTS available to fit
ALL MAKES of mowers and combines**



Lift your sights! When you promote a full line of Herschel Parts you talk repairs to all owners of mowers, combines, forage harvesters and swathers... regardless of make, you make the sale!

Get ready for a year of heavy cutting. The year 1958 will show a continuing demand for knives, sections and related parts. It pays to show your customers that cutter bars must be kept in true-running condition for best cutting service and longer mower life.

Remember above all that you sell Herschel Parts with confidence... because Herschel accuracy and quality are the result of 71 years experience and engineering achievement. Herschel is universally recognized as America's first name in cutting parts for farm machinery. Check your stock... order NOW for 1958 requirements.

**FACTORY AT PEORIA, ILLINOIS
DISTRIBUTORS**

**R. C. Cropper Co., Macon, Georgia
Southern Supply Co., Dallas, Texas**

"We sold eight or ten new-used tractors we bought last year from our manufacturer's nearby demonstration farm to farmers who couldn't resist the savings offered on these models. Such equipment has been run on the demonstration farm for a relatively short time. The company puts on test tubeless tires during work-outs, so when we buy the tractor, we get it with new tires all around. This, plus reduced price, is irresistible to farmers whose equipment is about gone," explained Hix.

"Most dealers are hurt in off-season trading now. With no great urgency to buy equipment, the farmer must be strongly sold before he'll buy. That's why we emphasized 'rifle-shooting' for sales. By this, I mean keeping up with specific trends in the local market and gearing our sales effort to take advantage of them," he said.

"For example, the farmer is now turning his acreage into the Soil Bank and many more acres are being put into hay. By keeping our eyes on this development, we have been able to sell a good many pieces of haying equipment, including hay-balers.

"Some corn is still being plant-

ed, so I stocked a corn picker to show prospects. We sold several of these."

Hix continued:

"With some building going on, I've approached several contractors and sold them crawler tractors for use with their grading and other construction work.

"My son, Jack, and I visit the farmers during the heavy seasons and get a pretty good line on what they need or may need in the future. With times fairly hard for the farmer, the only technique for selling which can be successful is to approach him with a specific proposal in mind, one which you know will appeal to his needs.

"This doesn't mean we do no cold canvassing, for we do. It means we have a better chance for a sale if we have a specific need in mind for the farmer when we go out," he explained.

Hix has had seventeen years experience in the automobile business; consequently, he finds it advantageous to take on an automobile dealership. He is able to take double advantage of his service shop this way. When the farm equipment business slows down, he turns his attention to automobile

sales to fill the gap.

"We always keep a number of used cars taken in on trades, to sell farmers," Hix continued. "The tenant farmer likes a popularly-priced car, ranging from \$300 to \$800 dollars, which is usually bought for cash or financed through the bank. This year, these used car sales have been very slow, probably due to bad weather and other set-backs of the past season.

"Automobiles and farm equipment actually are a good combination," Hix commented. "In spring and fall when the farmer is hard at work, we concentrate on farm equipment and related sales. When this slows down, we pitch in and work hard on selling new and used cars.

"We keep six mechanics busy in the service department," he said, "usually three for automobile repairs and three for farm equipment. However, they teach each other the fine points of servicing both types of equipment, and I can use any number of men I need, depending upon the jam in the shop. With this combination, I have a lot less trouble keeping my good mechanics during off-seasons."

new in the Southland—

Show today's farmer how he can save time and money and still increase his crop yield—and you've got yourself a sale! That's why the Corson Mulcher is such a sure-fire profit builder. Corson's special demonstration sales plan does a quick, convincing selling job. You're backed up with a substantial, sales-producing advertising program.

For more sales—more profits—get the facts on the Corson Line of farm-tested and proven implements and accessories.



Corson
Pressure Harrow

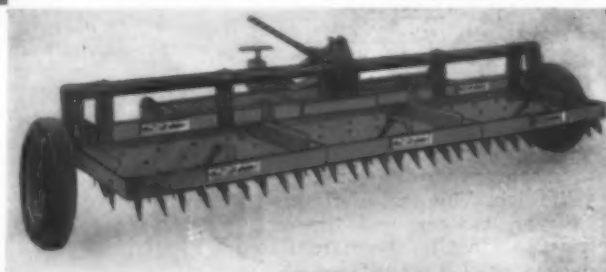
Corson Tractor-
Mount Seedmaster

Corson Tractor
Wheel Weights

Other Profit-Building Corson Items Include: TRACTOR SEAT CUSHIONS • SAFETY COUPLING PINS • FORK LIFTS • RUNNER GUARDS • MULTI-LUBE UNITS • CULTI-LEVELERS

CORSON Soil Surgeon MULCHER

and a great line of allied farm tools



Corson Mulcher—Quickly produces clean, weed-free seedbeds that trap and hold moisture by working soil down—never up. Simple, rugged, nothing to repair.

Distributors and Dealers
Inquiries Invited.
For Full Information

Mail This Coupon Today

CORSON
2165 N. Sherman Drive
Indianapolis 18, Indiana

Send to: JOHN T. EVERETT & CO.

Exclusive Southern Sales Agent
P. O. Box 8047 • 35 S. Cooper Street
Memphis 4, Tenn.

Please send me the complete story on the Corson Line.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

NEW EQUIPMENT.....



Deere Offers Versatile Forage Box—Spreader

JOHN DEERE announces the new self-unloading forage box attachment for the John Deere Model "N" PTO manure spreader, making the spreader a double-duty performer at less than half the cost of a single-purpose forage wagon.

With the versatile outfit, the company states that feeders can unload chopped material from the side into feed bunks and from the side and rear into blowers, elevator hoppers, trench and bunker silos. The forage box attachment may be ordered with or without bunk-feeding attachment for side delivery.

The company points out that in adapting the spreader to a self-unloading forage wagon, two men can attach the forage box attachment, including the bunk-feeding attachment, in less than one hour, once the basic spreader is set up.

A single control, within easy reach of the operator on the tractor seat, provides two speeds for the apron conveyor to match unloading to the job. The spreader's main conveyor, beaters, and the cross conveyor are all driven from the tractor power take-off.

New Holland Spreader Has Speedy Clean-Out Device

A NEW clean-out system that helps farmers empty a manure spreader more thoroughly while it continues to throw out a uniform pattern is introduced by New Holland Machine Co., New Holland, Pa.

The high-speed mechanism that increases apron speed from 10 to 111 feet per minute is a feature of New Holland's new Model 221 P.T.O. Spreader. When the end of the load is reached, the new device zips the remaining manure out of the 100-bushel box at high speed.

A pull on the cable control, within easy reach of the operator, puts the clean-out into action. A spring-loaded clutch at the end of the main beater shaft throws the apron into direct drive. Both the beaters and widespread paddles continue to operate, spreading the manure uniformly.

New Rotavator Tillers Offered for IH Cubs

A ROTARY TILLER attachment to mount on the International Harvester Farmall Cub and Cub Lo-Boy tractors is introduced by the Howard Rotavator Co., Arlington Heights, Ill.

The new L28 Rotavator offers a wide range of uses including

weed control, seedbed preparation, turning-in cover crops on farms, nurseries and estates, and also for golf courses, parks, sports arenas, schools, and state and city institutions.

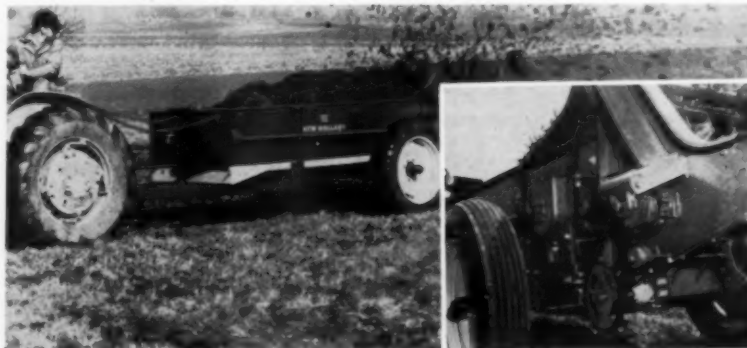
The model L28 Howard Rotavator mounts on the tractor fast hitch, power to the rotor being supplied by a Blood Brothers universal drive taken from the tractor power take-off.



The Rotavator tills a swath 28 inches wide, being offset to the right so that the right hand tractor wheel track is obliterated during tilling. The rotor is equipped with 24 Rotavator self-sharpening hoe-like blades.

Positive depth control, down to six inches, depending on working conditions, is provided by both a depth control wheel and a back shield, both adjustable.

The rotary tiller consists of only 40 parts, and spare parts are readily available. The machine is manufactured in U. S. A.





Henry Introduces New Industrial Equipment

FEATURED IN the new line of industrial equipment announced by Henry Manufacturing Co., Topeka, Kansas, are the L600 Loader and the Mark II Backhoe.

The loader is mounted to the tractor to provide greater visibility for the operator at all times. Op-

erating with 2½-inch bore double-acting lift and bucket cylinders with 1½-inch chromed rods and lower pressure of 1250 p.s.i. for longer, trouble-free operating life, the Henry L600 Loader offers up to 20 degrees of bucket rollback, a 58 degree bucket dump, and a height of dump of nine feet at 40 degree dump.

With a rated capacity of 1500

pounds to full height, and a break-away capacity of 3000 pounds, the loader can dig four inches below depth with a reach up to three feet ahead of the unit at 40 degree dump. The dump also contains a wire-mesh, reusable, line-type oil filter which can be cleaned conveniently without the need to drain the oil reservoir.

Capable of digging to a depth of 12½ feet, with a loading height of 8½ feet, the new Henry Mark II Backhoe is said to dig at any angle within a 200 degree arc of swing. It also offers a continuous swing of 200 degrees and faster, smoother control.

Operating at a pressure of 1500 p.s.i., the backhoe has crowd, bucket, and swing cylinders of 3½-inch bore with 2-inch chromed rods, and a boom cylinder of four inches bore with a 2-inch chromed rod. Individual controls also operate the hydraulic outriggers. The boom has been designed and constructed to enclose the boom cylinder and hydraulic hoses. Another feature pointed out by the company is the backhoe's fast detach characteristic, leaving tractor free for other work.

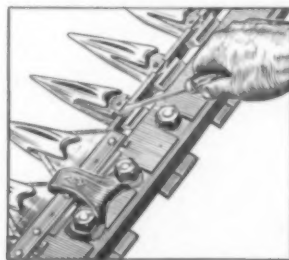


WHITAKER CUTTING PARTS for rotary blade and sickle bar mowers

If it's for Combines, Garden Tractors, Harvesters, Rotary Power Mowers or Tractor Mowers, you can always depend on top quality and prompt shipment from Whitaker—one of the largest manufacturers of both original and replacement cutting parts.



E-Z OUT GUARDS



WHITAKER Rotary Mower Blades

- Cutting edges carefully ground—not merely sheared.
- Electronically heat treated high carbon special steel.
- 60% of all mower manufacturers use Whitaker Blades.

Whitaker's electronically heat treated edges stay sharp longer—stand more use and abuse. Precision grinding gives better balance than blades with sheared or forged edges. And Whitaker's special heat treatment produces a tougher, safer blade.

- Replace Lodger Plates without disturbing Cutter Bar assembly.
- No rivets, bolts or springs required.
- Interchange with present Guards.



THE WHITAKER MANUFACTURING CO.

5719 W. 65th ST.

CHICAGO, ILL.



John Deere Equipment Makes Hay the One-Man Way!





*Revolutionary Bale Ejector Attachment
Loads Wagons Automatically...
 Elevator and Barn Bale Conveyor
Store Bales Automatically!*



Once upon a time farmers were dependent upon extra help for hay making. One man couldn't handle the job alone. He could mow, condition, and rake—but he couldn't handle the baling and storing job on his own. *Others* had to load the bales on the wagon or pick them up from the field. *Others* had to lift and stack the bales in the stifling heat and dust of the mow.

So, John Deere engineers said, "We'll make haying a one-man job. We'll eliminate the baling crew except for the tractor driver. We'll eliminate the men in the mow—the tractor driver can store his own hay as he brings it from the field."

And, they did it! Now haying is a one-man job, thanks to the revolutionary John Deere Bale Ejector Attachment for John Deere 14-T and 214-T

Twine-Tie Balers . . . thanks to the John Deere Elevator and Barn Bale Conveyor. Every hay grower who feeds his hay profits in time and labor saved . . . in better crops in the barn.

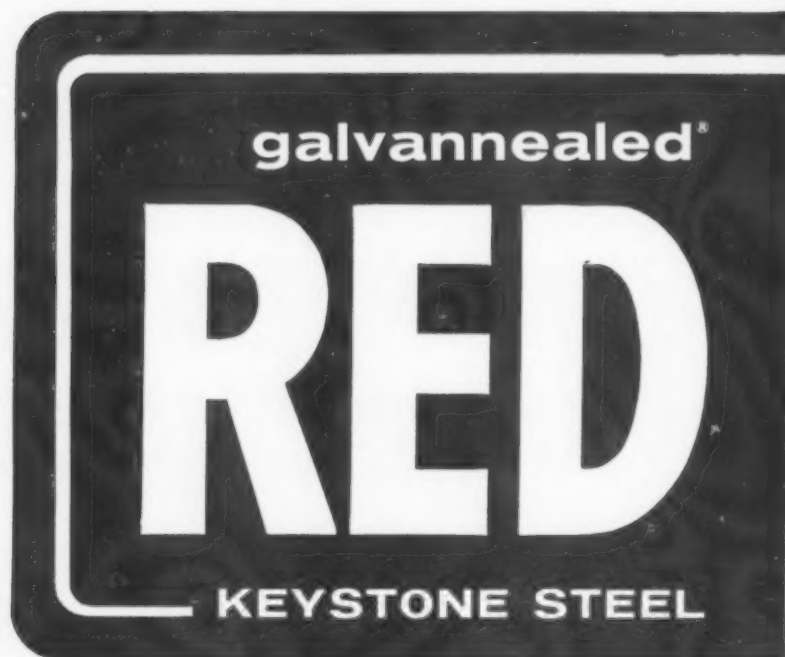
The exclusive One-Man Way of Making Hay is another reason why the John Deere dealer franchise is the most valued in the industry.



JOHN DEERE
 MOLINE, ILL.

"Wherever Crops Grow, There's a Growing Demand for John Deere Farm Equipment"

The New Red Brand[®]



an extra



roll sign...

copper-bearing fence

BRAND[®]

& WIRE COMPANY • PEORIA, ILLINOIS

selling aid for you!

*the
only fence line
that sells on sight!*



Famous RED BRAND fence, recognized for years by the top red wire, now carries another mark of quality—a metal RED BRAND sign. It's a new and special feature designed to help you get still more customers and faster sales. It teams up with the widely-known RED BRAND to let everyone know the best fence on sight! Now, every roll you sell will add another local poster to help you sell still more.

This display, firmly attached to the woven wire, is putting the name of RED BRAND out front—on highways, on roads, in stores. Your customers will be seeing this sign on RED BRAND fence on farms throughout your territory. They'll be seeing it on rolls of RED BRAND fence in your place of business.

Farmers know the name of RED BRAND means extra value. They're learning the facts about this long-lasting fence through Keystone advertising in leading farm publications and over radio and television.

See your RED BRAND salesman soon to learn how RED BRAND promotions benefit you.

KEYSTONE STEEL & WIRE COMPANY • PEORIA 7, ILLINOIS

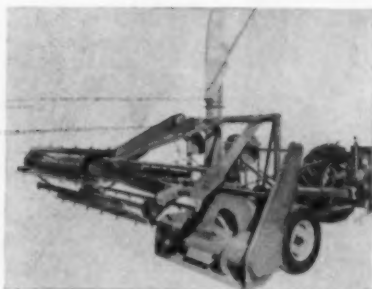
RED BRAND[®] Fence • RED BRAND[®] Barbed Wire • Bale Tie • RED TOP[®] Steel Posts • Nails • Keyline Poultry Netting
Ornamental Fence • Non-Climbable Fence • Gates • Keymesh[®] • Keycorner • Keybead • Keywall

SUN-MASTR'S
Big Sales · Big Profit
LINE

**ROTARY MOWERS • HAMMERMILL TYPE
SHREDDERS • TRENCH SILAGE LOADERS**

*The World's Most Complete
Line of Tractor Operated
Mowing Equipment*

SUN-MASTR Advanced design, rugged construction,
superior performance **CLINCHES EXTRA
SALES FOR YOU—**



Manufactured by
Sunflower Industries, Inc.
Olathe, Kansas

NEW SUN-MASTR TRENSLIG LOADER

(Patent Pending)

This amazing new implement quickly loads ALL TYPES silage from trench silo into feed wagon or truck. It is the result of 3 years engineering and testing. There is a huge demand for the TRENSLIG loader. Get the facts today. Write or phone for illustrated folder and low price.

SUN-MASTR HAMMERMILL TYPE T 72

72" Trailer Model with universal draw bar hitch. Advanced engineering features. SHREDS Stalks and Stubble—all kinds, cotton, corn, milo, etc. MOWS grasses and weeds. CUTS vines and vegetable tops—many other uses.

SUN-MASTR HD-260

Trailer Model Rotary with Universal draw bar hitch for any tractor. Cuts 60 inch swath. Ball bearing jack for quick easy height adjustment. Extra sturdy 40 H.P. Gear Box, Blood Bros., Drive Shaft with exclusive design friction type slip clutch. Free swinging, double edge, spring steel blades. Other sizes and models for all tractors.

SUN-MASTR KUB-KLIPPER

The popular Kub-Klipper, 46 inch Rotary, gives top performance under all conditions. Many exclusive patent features make it a fast seller. Models for Farmall Cub, International Cub LO-BOY, A-C, "G" & "B", M-H Pony and Pacer. Also trailer model for other small tractors.

**More Than 50 Models of Mowers
from Which to Choose Including:**

ROTARIES ranging in size from 42" to 114"

REEL GANG MOWERS—57½" to 118"

HAMMERMILL type—48"—60"—72"

Including 22 models of mowers for the Farmall Cub and Lo-Boy

Distributed By

Leading Wholesale Implement Distributors throughout the U.S.A. Write—
Phone—or Wire for complete catalog and name of your distributor.

SOUTHERN FARM EQUIPMENT for MARCH, 1958

new! *Blue Temper* PRE-CUT PACKAGED CHAIN

Another
Campbell Chain
PROFIT-MAKER
for you!

... available two ways—
by the box or in this
new Merchandiser.



*Trademark

Here's a completely new way to merchandise chain. This new eye-catching unit with a complete stock of Proof Coil Chain takes up only one square foot of counter or floor space. It's an ideal starting stock, just the popular sizes and lengths: $\frac{3}{16}$ " and $\frac{1}{4}$ " chain in 10', 15' and 20' lengths; and $\frac{5}{16}$ " chain in 10' and 15' lengths.

Start selling Campbell "Blue Temper" Chain in the new Merchandiser. Call your Campbell distributor or write direct for details.

LOOK AT THE SALES FEATURES OF CAMPBELL "Blue Temper" CHAIN

- Rich Blue Color—tempered right into the chain
- Pre-Cut to eliminate measuring and cutting
- Pre-Packaged for self-service, attractive display and convenient storage
- Load Rated safe working load limit clearly shown on every package
- "Measure Mark" Chain, marked every 5' and color-coded in 50' and 100' lengths
- Labeled for instant identification of grade, size, price
- Clean, no dirty hands or clothing.



**CAMPBELL
CHAIN**

CAMPBELL CHAIN Company

York, Pa.—W. Burlington, Iowa
E. Cambridge, Mass.—Seattle, Wash.—Portland, Ore.
Sacramento, San Francisco, Los Angeles, Calif.

HELPFUL LITERATURE

Available free to readers. Just write in the key numbers on the handy coupon below

Henke Manufacturing Co., Columbus, Neb., has literature available covering its Columbus heavy duty roller mills. The line consists of three models: trailer, truck mounted, and stationary; four capacities: 300, 600, 900, and 1200 bu. For more information—

Write in No. A1 on card below

Universal Pulleys Co., 349 N. Mosley, Wichita, Kansas, features the Transmix utility mixer in a folder which gives complete information on its numerous uses, such as mixing feed, silage, cement, and hauling dirt. For more information—

Write in No. A2 on card below

Chicago Rawhide, Service Sales Division, Elgin, Ill., offers a folder which tells all about special fleet and service shop stocking cabinets and the special bonus Oil Seal Kit. For more information—

Write in No. A3 on card below

Crown Dairy Supply Co., 323 W. College Ave., Waukesha, Wis., is offering a 12-page booklet entitled "How to Get the Most Service from Your Crown Milking Machine Infla-

tions." The booklet deals with the various types of milking machine rubber—natural rubber, synthetic, or a combination of both. The primary causes of inflation deterioration are listed and discussed in detail. Also discussed is a new type of inflation remover developed by the company. For more information—

Write in No. A4 on card below

Wright Power Saw & Tool Corp., 410 S. Third St., Louisville 2, Ky., offers a 16-page, illustrated booklet, "Easy Steps to Woodcutting with the Wright Rebel." The booklet describes the saw which features a reciprocating blade, and tells how it can be used, in addition to felling trees, for building a log cabin, rustic outdoor furniture, fences, etc. For more information—

Write in No. A5 on card below

Rapidayton Division, Tait Manufacturing Co., Dayton 1, Ohio, has available a 32-page, illustrated manual on the selection, installation, and maintenance of its submersible pumps. The manual covers both two- and three-wire submersible systems, and also includes a detailed check

chart of "trouble shooting" information. For more information—

Write in No. A6 on card below

Tractor Group, Allis-Chalmers Manufacturing Co., Milwaukee, Wis., describes the B-125 power unit in an 8-page, 2-color catalog MS-1247. The catalog gives specifications and lists special equipment available to expand the versatility and use of the engine. For more information—

Write in No. A7 on card below

Peerless Equipment Co., Joplin, Mo., gives complete information in an illustrated folder on all portable-stationary models and sizes of all-purpose and small grain Roller Mills. For more information—

Write in No. A8 on card below

Iowa Fibre Products, Des Moines, Iowa, has available a catalog sheet featuring the following L-S cushions: the L.S. 200, all shredded foam rubber with plastic covered cloth; the L.S. Super 600, solid foam rubber with plastic cover; and T-1 400, all shredded foam rubber covered with canvas. Also, replacement cushions

For more information



Fill and mail coupon to

SOUTHERN HARDWARE
806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.

Send me these FREE Catalogs and Bulletins . . .

_____	_____	_____	_____
_____	_____	_____	_____
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Send me more information on products advertised on pages

My Name

My Position

Company

Street

City Zone State.....

which include the JD-100, fits A, B, G, GM, 50, 60; JD-200, fits M, MT, 40; Knoedler No. 300 replacement cushions. For more information—

Write in No. A9 on card, Pg. 128

G. H. Meiser & Co., P. O. Box 400, Blue Island, Ill., has available catalog and discount sheets on its Enginair Tire Pump which is designed to fit any gasoline engine built since 1930, comes equipped with four different spark plug thread sizes. Pump and gauge come complete with 16 ft. of hose. For more information—

Write in No. A10 on card, Pg. 128

Wisconsin Motor Corp., Milwaukee 46, Wis., offers bulletin S-223 which describes all models of its powered equipment. For more information—

Write in No. A11 on card, Pg. 128

Mid-West Forging & Manufacturing Co., 38 S. Dearborn St., Chicago 3, Ill., offers folder on its products which include spike harrow teeth, spring harrow and cultivator teeth, rotary tiller tines, rotary cutter blades, etc. For more information—

Write in No. A12 on card, Pg. 128

Brower Manufacturing Co., 394 N. 3rd St., Quincy, Ill., has a catalog available on its lines of feed mixers

and mills and poultry supplies. For more information—

Write in No. A13 on card, Pg. 128

Larson Machine Co., Princeville, Ill., covers its line of farm sprayers, fertilizer applicators, and other equipment in a catalog offered to the trade. For more information—

Write in No. A14 on card, Pg. 128

Cole-Hersee, 20 Old Colony Ave., Boston 27, Mass., presents its electrical products in a comprehensive catalog, D-176. The switches, connectors, and other electrical units for farm equipment are designed to stand up under the most severe working conditions and meet all F.E.I. requirements and specifications, according to the company. For more information—

Write in No. A15 on card, Pg. 128

Claffey Machine & Manufacturing Co., Groveport, Ohio, has literature available on its power wagon unloaders which are available in canvas-apron or false end-gate models. Either model fits all farm wagons. The portable power unit may be purchased separately; all makes of hand unloaders can be converted to this unit. For more information—

Write in No. A16 on card, Pg. 128

CLASSIFIED

Manufacturers' representative formerly specializing in irrigation sales needs additional lines to satisfy demand among dealer and distributor following who have engineer type sales personnel and want to diversify their operations. Reply to Box 708, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 8, Georgia.

Commercial Credit Equipment Corp., 1300 N. Woodward Ave., Birmingham, Mich., offers a brochure on using credit as a sales tool. The company provides sales-building credit plans for farm equipment dealers regardless of the line the individual dealer handles. For more information—

Write in No. A17 on card, Pg. 128

Henry Manufacturing Co., P. O. Box 521, Topeka, Kansas, offers a three-color folder picturing and describing in detail its new complete line of loaders, tractor shovels, and backhoes. Information on other equipment manufactured by the company is presented also. The folder is punched to fit a standard 3-hole loose-leaf binder. For more information—

Write in No. A18 on card, Pg. 128

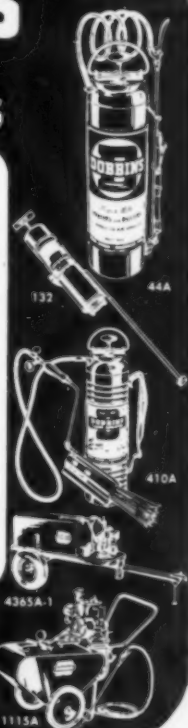
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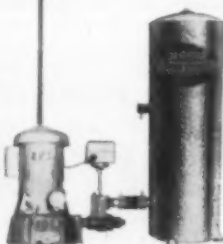
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It's easy to sell that customer when you can show him a water system that *exactly* meets his needs. Every well is different—every farm or home has different requirements as to pressure, quality, and cost.

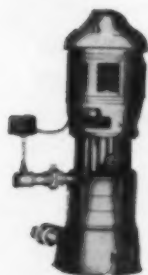
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EQUIPMENT

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Outsells every other baler . . . easily!

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first time anywhere!

- **recessed wheel design**
- **contour self-service carton**

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Radio Steel & Mfg. Co.

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new



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it's

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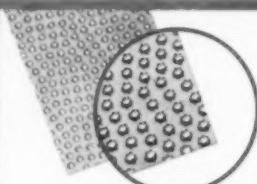
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